



# Leadership Emails

# Leadership Emails

**Today...Choose to Be Extraordinary!**

**December 16, 2021 – January 13, 2022**

---

Kevin's Leadership Emails are powerful explorations into personal development, both inside and outside of the practice.

Enjoy reviewing all this transformational, thought-provoking content.

---

# Leadership Emails

## Never Quit on Yourself

Today's message will be short and sweet. I was in a conversation with a business colleague on the topic of coaching and encouraging people to make a commitment to their own personal and professional growth. It was empowering to gain perspective from someone else who I respect and has a similar passion on the subject matter. I seek out encouragement and inspiration as much, if not more, than I profess.

As we were wrapping up our discussion, he shared with me a powerful reminder of how important it is to focus on yourself, first and foremost, as it is our responsibility to do what is necessary to be the best version of ourselves. I am not certain of the source of the sage advice, yet it is impactful nonetheless.

*"People will quit on you. You've got to get up every day and make sure you never quit on yourself."*

**You are worth the effort.**

**You deserve a well-lived life full of meaningful moments.**

**You are worthy of extraordinary outcomes.**

**You are significant and special.**

**My prayer for all of you is to be encouraged and inspired to be great...to be extraordinary! I promise to stay steadfast in my efforts to help you achieve your defined goals and objectives. I appreciate you all and am honored to be a small part of your journey.**

**Please know one thing: you are an important and vital participant in the larger story of life. You are part of an epic novel that continues to unfold every day. You have the opportunity to contribute to and influence the outcome.**

**My question for you is, what role will you decide to play?**

*Today...Choose to Be Extraordinary!*

# Leadership Emails

## Bark Less and Wag More

As we enter into the final days of 2021, I want to take a moment to say thank you to every single one of you who has poured their heart and soul into the mission of helping people in their community become happier and healthier than ever before! It has been another extraordinary year with limitless ways to describe all the moments!

I pray you all enjoy the time you get on break from your practice. May it be filled with peace, love and joy with whomever you choose to share time with. Remember that during this time your mind and spirit deserve every bit of restoration you are willing to give to them.

As a segue into the season, I leave you with a profound message from dear friends of ours who had lots of help from their dogs, Spike and Archie, when sharing their Christmas wishes:

*Bark Less + Wag More*

Such a simple, yet brilliant message we all could adopt as we head into the new year!

Merry Christmas and Happy Holidays to all!

*Today...Choose to Be Extraordinary!*



# Leadership Emails

## Choices

We are just hours away from the New Year. It has been another interesting trip around the sun and a record-setting year for DST clients. We are so proud of your accomplishments and we are eager to build upon those successes as we come out of the gates strong next week. What an honor it is to serve our communities by helping people realize their pursuit of an optimal state of health.

As I have written in the past, I routinely take time to account for life and business, using moments in solitude to reflect on my decisions and their results. With that in mind, I want to share a simple set of questions that can lead to newfound clarity when it comes to the decisions you make about where life will take you in 2022.

- What relationships do you want more of in 2022?
- What relationships do you want less of in 2022?
- What activities/experiences in life do you want to spend more time on in 2022?
- What activities/experiences in life do you want to spend less time on (or eliminate) in 2022?
- What brought joy to your life that you want to continue to experience in 2022?
- What took away joy from your life that you want to eliminate in 2022?

**You have the power to manage who you spend time with, what you spend your time on and how you fill your soul with joy.**

**You also have the power to manage who and what steal your joy in life.**

**I encourage you to invest your time by going into great detail and building a vision for how you can live your best life in 2022.**

**Be safe.**

**Be well.**

**And enjoy your New Year's weekend!**

**I look forward to our time together as the calendar turns.**

*Today...Choose to Be Extraordinary!*

# Leadership Emails

## Objectives

Welcome to the New Year! I hope you all had a wonderful holiday season and enjoyed the break, rest and rejuvenation.

The energy from everyone this week has been terrific! My calls have been productive and spirits are high! Since we have complete control of our attitude and approach on a daily basis, it is encouraging to hear of so much positive momentum early on.

I am coming out of an unusual situation of having to care for my wife and kids after Julie had two major surgeries the week before Christmas: she is doing exceptionally well and is on pace for her 3-month recovery plan! Because of the circumstances, my preparation and self-care are even more important right now. So, as I prepared for the week, I decided to lean into my faith-based study and focus on three questions to influence my impact with others.

1. What am I doing today to CREATE opportunities for those I serve?

Although I do my best to focus on the words I use and messages I deliver to people, I felt I could use a more specific question to help me advance my efforts. This slight adjustment has already produced noticeable results on several calls this week. I will continue to evolve this question as I assess the results of my efforts.

2. What am I doing before the day ends to REVIVE my mind, body and soul?

Back in April of 2021, I made the decision to, once and for all, make the healthiest commitment to my mind and body I have ever made. I hired a coach to get me on a lifestyle plan to get my weight under control and design an easily adoptable lifestyle when it came to food choices and the quantities and frequencies of which I eat. In addition, I made the next level of commitment to prayer and reading to fill my mind, spirit and soul.

Over the last 9+ months of this renewed commitment, I am proud to say I have lost 35 lbs and am more mentally alert and focused due to the overall health of my being. The choices and changes have become part of my daily routine and I feel better than I have in a long time. The next set of personal commitments begin this quarter, and I am excited to witness the improvements and results from my decision to be a better version of myself for my family, and for all of you, as I am honored to be a part of your journey in life and profession.

3. What am I doing today to be an effective leader for everyone I interact with?

I came up with this question to help me focus more on leadership as opposed to just approaching my interactions as a “coach” or “mentor.” There is an elevated sense that comes from focusing on leadership and I am evolving my own thoughts about what this means as the days go by. It is powerful to put “positive pressure” on myself to increase the level of influence I can have with someone, both personally and professionally.

That said...

I believe it is going to be another extraordinary year!

# Leadership Emails

**I believe there will be more records set!**

**I believe it can be your personal best year ever...that is...if you decide to choose that as your objective! It takes time, energy and attention to produce the results you want to achieve.**

**Please let me know what I can do to help support you in achieving your objectives for the year, whatever they may be. I am as excited as I have ever been for what's to come!**

*Today...Choose to Be Extraordinary!*

# Leadership Emails

## Kindness

This week I've found myself in the middle of a team conflict where two people are completely misunderstanding each other, creating an atmosphere of tension. It is interesting to observe because this team functions at a high level and achieves extraordinary results. Still, we find ourselves at a moment where it all can fall apart: the situation is beginning to make others feel uncomfortable because no one wants to "choose a side," which I appreciate, as it would only make things worse.

Through multiple conversations, I have spent the time thoroughly asking questions, listening to how each person feels, restating their perspective to be certain I heard correctly, and offering up positive support with clear solutions to move beyond the issue at hand. Even with all of this attention and effort, the situation has not moved forward.

This morning I opened one of my favorite books, *A Year of Positive Thinking*, and was greeted with a simple message that opened my eyes to a possible reason for the continuance of this situation I find myself in.

*"When someone says something kind about you, choose to believe them."*

I was stumped, but now I believe I have a better idea of what is happening. Multiple people have said kind things about each person involved. One person has been gracious and appreciates the kind words: she chooses to believe them.

The other person is choosing to ignore the kindness while continuing to focus on the negativity. She either does not believe the kindness is genuine, which it is, or she simply wants the other person to "get in trouble" for the "wrong" done against her (in her opinion).

The situation is so challenging because you cannot force someone to believe anything you say if they refuse to believe your authentic words. This goes beyond anything rational and creates a frustrating situation for all who are trying to usher in an agreed upon resolution.

I crafted this message for you all today because I am confident this situation presents itself more often than any of us are aware of throughout our day:

- It happens between team members.
- It happens in conversations between you and your patients.
- It happens in your personal lives.
- It happens.

For some unknown reason, people constantly choose to ignore, dismiss and/or not believe people when they are being kind. It is as if we want to be and operate in a negative space with a constant air of tension following us wherever we go. We are choosing to create a more difficult atmosphere with our presence.

# Leadership Emails

Why does this happen?

**The answer is complex. I could create a long list of reasons why, as it is different for each person and the circumstances they find themselves in today. For the good of your team, it is important to simply be aware of when this is happening so you can contain it and begin to work on managing it with the hopes of keeping it at bay.**

What can you do?

**You can choose to believe people at face value. You can choose to accept someone's kindness to support your self-esteem and see yourself in similar light in order to be in the best personal space possible to perform at your full potential.**

**You can choose to believe everyone has a kind nature and wants the best for you until they prove otherwise.**

**You can choose to not take things out of context and turn them into personal attacks when the intention was never there.**

**You can choose to create an atmosphere of kindness wherever you go to support and lift the spirits of others.**

**In the end, you get to choose how anything and everything impacts you. You have the ultimate control over the way you respond to a situation.**

**What mindset will you choose today?**

*Today...Choose to Be Extraordinary!*