



# Leadership Emails

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

**December 19, 2024 - January 9, 2025**

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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.

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## We Are a Product of Our Habits

The habits we have all begin with a choice to participate in the process of being acutely aware of what our habits are.

It is easy to go through our daily routines without understanding how certain habits impact the outcomes of our achievements and how we feel about ourselves at the end of the day.

I was reminded of a message written by Epictetus, who stated...

*“Every habit and capability is confirmed and grows in its corresponding actions, walking by walking, running by running...therefore, if you want to do something, make a habit of it; if you don’t want to do that, don’t, but make a habit of something else instead. The same principle is at work in our state of mind. When you get angry, you’ve not only experienced that evil, but you’ve also reinforced a bad habit, adding fuel to the fire.”*

Epictetus’ message is a powerful reminder to participate in the actions that will lead to goodness.

I connect deeply to this principle through my practice of taking a moment to pause when I am feeling any kind of negative energy in a situation.

Slow down...

Pause...

Breathe it out...

Collect myself...

Gain a fresh perspective with clarity...

Respond!

This process has helped me avoid countless disastrous situations in life...and when I do not adhere to this habit I developed, things tend to go in an opposite direction than I’d prefer.

Your actions have to align with defined objectives or you have little to no chance of achieving any of them.

Epictetus goes on to elaborate his point...

*“If you don’t wish to be a hothead, don’t feed your habit. Try as a first step to remain calm and count the days you haven’t been angry. I used to be angry every day, now every other day, then every third or fourth...if you make it as far as thirty days, thank God! For habit is first weakened and then obliterated. When you can say, ‘I didn’t lose my temper today, or the next day, or for three or four months, but kept cool under provocation,’ you will know you are in better health.”*

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**There is so much wisdom to take in. The most significant for me was that the starting point of breaking the routine of a habit is to weaken it, then obliterate it.**

**I call myself an optimistic-realist. I believe goodness can be created, yet a live in reality knowing the state of ideal isn't always achieved. The importance is to make the choice to begin something new and/or different.**

**The first step is the most important. It is difficult to go from 0 to 100 with your first efforts.**

**It's progress, not perfection, as Maegen always says.**

**It's a great reminder to strive for the state of ideal...effort equals momentum. Create the momentum needed to have your breakthrough moment.**

**I challenge you to begin by answering the following questions:**

- What habit(s) would be good to eliminate?
- What habit(s) would be good to adjust?
- What habit(s) would be good to add?

**I encourage you to apply some mental energy to this aspect of your life. It is difficult to experience personal growth and satisfaction if we are not in control of the daily habits that shape our lives and outcomes.**

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## How You End Determines How You Will Begin

Friends, it's been another storied year.

There have been an abundance of highs.

There have been lows we had to help people battle through.

There have been many who did or who are experiencing a state of "plateau," which remember is quite an okay place to be, as many of our plateaus were once considered far off summits!

All in all, I believe we have much to be grateful for given the fact there is not a shortage of people who are experiencing difficult times in life and business...we are all truly blessed!

As is tradition for many, I have been reflecting on this year since December began. It has been time well spent, as I have been able to remind myself of the magnificent amount of good created by all of you in the DST Universe.

Countless numbers of patients are healthier than ever before because of your commitment to being a positive influence in their lives—guiding them to making Smart decisions about their health.

Teams are more united and connected because of your decision to be Champions.

I pray you believe you are better off now than when the year started.

The turning of the calendar is symbolic of the opportunity to begin anew, should you so choose.

The turning of the calendar is symbolic of the opportunity to continue the positive momentum you are already feeling; to carry it into a new year.

The first (and recurring) step to continue feeling positive momentum, or to shift your sails to catch the wind, is to consciously choose to make it an Extraordinary year.

How you end this year determines how you will begin the next.

What will you do, today, to be certain your sails are full and that you're headed to your desired destination?

Choose wisely, for a new beginning awaits you, as does a place of joy and fulfillment...that is...if you choose to venture there!

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## And We're Off...

Happy New Year!

As tradition would have it, I want to begin the new calendar year by offering encouragement; creating a point of focus you can adopt as your theme for the New Year.

Last year, I chose “SIGNIFICANCE” as my word to help me make smart decisions about using my time and making commitments. When I reflect back throughout the previous year, I can say without a shadow of doubt that “SIGNIFICANCE” helped me slow down, apply careful thought, and listen intently to my intuition when it came to making smart choices in life. Before making decisions, I would step back and ask myself...

*“Will this decision lead to something of SIGNIFICANCE?”*

Establishing this method of “checks and balances” helped me stay true to my intention for myself and all the people in my daily life—including you!

This year, I prayed on it, and the word that kept showing up over the course of the last three months has been “CLARITY.”

The second half of last year was foggy for me. I spent more time, daily, clearing my mind than usual. It was taking me longer to see things clearly. I believe this is why “CLARITY” has continued to show up for me, as I ponder what I need most to aid my efforts and be effective in all aspects of life.

I made the decision to adjust portions of my daily routine to shake things up and see if it helps me be better prepared; creating the space to move things out of my mind more rapidly.

I am committed to the changes and hopeful the results will be beneficial, tangible. I want to see life more clearly as I navigate all of my contributions to those I serve: personally and professionally.

I share this personal journey with the hope it moves you to take a step back and ponder a word that could support you this year; amplifying all your wonderful efforts along the way.

For those of you who choose to come along with me on this adventure, I would love to read what your word is and why you chose it. Please, send your thoughts my way!

**I believe this is going to be an extraordinary year because I am choosing to make it so!**

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## What Story Are You Writing?

Over the last three months, a consistent message has been showing up focused on the question, *“What is the story I am creating for my life?”*

The ways in which this message has shown up for me recently seem unlikely, yet I believe it is showing up for a reason. The concept of “story” has been revealing itself to me through writings, podcasts, conversations...every way imaginable. Not only that, but I realize I have been speaking with others on this exact topic much more than I have in the past. There seems to be a strong, collective pull toward answering this question.

After making the conscious decision to spend time processing the current “story” that I have created in my mind, I have documented what I am living out in reality—today—while pondering the future “story” I want to write so I can apply action steps to my vision.

It has been an intense experience; I have found inconsistencies between what I believe is happening and what I want to see happen.

Let me expand on this topic as a means to be a catalyst for your own possible epiphany of what is swirling around in your mind.

I began the reflective process by focusing on the last four years of presentations I have created and delivered at our annual September retreats. I have asked myself the tough questions:

- Is my mind working more as my friend or my enemy?  
**(Positive Intelligence — September 2021)**
- Am I clear on the Standard of Excellence I have set for myself and/or is my Standard of Excellence expanding, stagnant, or shrinking?  
**(Living a Life Worth Remembering — September 2022)**
- Am I being a H.E.R.O. (Helping Everyone Respond Optimistically)?  
**(H.E.R.O. — September 2023)**
- Am I pleased with the Daily Legacy I am creating?  
**(Legacy — Living a Fruitful Life — September 2024)**

As I took a deep dive into these questions, I was quite surprised at the initial results. The way the story is unfolding is missing a spark; it does not feel as fulfilling as I want. So, I need to do a better job of “choosing my own adventure.” I look forward to seeing where it all goes this year...as I am unsettled about where my story stands right now.

I have taken a logical approach in my assessment by categorizing my observations into one of three timelines:

Story of the Past, Story of the Present, Story for the Future.

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The discoveries and discussions I am having with myself are focused on Awareness of the Past, Active Choices in the Present, and Future DESIGN.

The first step is to be self-aware. If we are not honest with ourselves in our assessments, the next step will not be nearly as effective as it can be.

After honest assessment, the next step is to make a commitment to have more personal accountability for our thoughts and actions in an attempt to influence a greater likelihood of our stories unfolding as we CHOOSE, versus having our stories being written for us.

The Story that exists in your mind is one of the single greatest determining factors that will influence what you experience in life and what your impact and influence will be on others.

I hope you are grateful for all you experienced this past year and pray the new year is filled with exciting new chapters that you get to write!

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