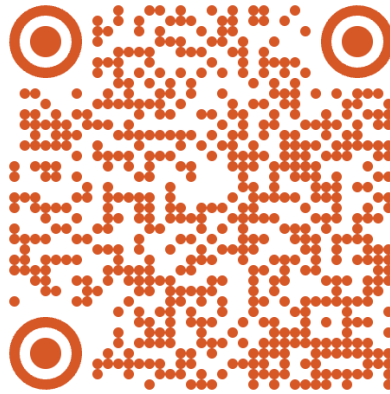


Leadership Emails



May 22 – June 12

Today...Choose to Be Extraordinary!

The Sixth Ability of the Linchpin

The Seventh Ability of the Linchpin (Part 1)

The Seventh Ability of the Linchpin (Part 2)

Endless Giving, Endless Generosity

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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The Sixth Ability of the Linchpin

Ability 6:
Providing Deep Domain Knowledge

When you make the choice to serve others, it is important to make a personal commitment to go ALL IN! Having a comprehensive understanding of all facets of your organization and what everyone offers in their talents is important to create the deepest understanding of how it all works.

I believe the team members who can be the most influential have two things in common...

First, they make a commitment to be a true expert at their craft. They have the motivation to be the best in the role they own in the patient experience.

Second, they make a commitment to have a complete and comprehensive understanding of what every team member does throughout the entire patient experience.

This means they understand how everything is connected and how they can work in concert with those who come before and after in the patient experience cycle.

It does not mean they know another person's role as deeply as they do—no—it means they know enough to create a consistent and connected experience...and cultivating trust and belief through a confident, cohesive, consistent and connected experience is an absolute must if we all wish to be influential leaders, guides, and champions of optimal health.

Here is how Seth Godin describes it...

"Earlier, I argued that having deep domain knowledge by itself is rarely sufficient to becoming indispensable. Combining that knowledge with smart decisions and generous contributions, though, changes things."

Generous contributions...the combination of these two words is worthy of further study in all aspects of your life!

Godin continues by referencing "mapmakers" again...

"Mapmakers often have the confidence to draw maps because they understand their subjects deeply."

Commit to being on the road to Mastery...in life and business!

The journey to being the best you can be in the roles you choose to have in life is worth the effort.

Why settle for less?

Be the best Mom.

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Be the best friend.

Be the best teammate.

Be the best...at any role you play in life!

What will be your generous contributions in life?

Today...Choose to Be Extraordinary!

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The Seventh Ability of the Linchpin (Part 1)

Ability 7:
Possessing a Unique Talent (Part 1)

As we spend time on Godin's seventh and final "Ability of the Linchpin," I am including a much longer excerpt than usual, as he tells a compelling story that is important to take into consideration for yourself and all of your team members.

"When I was a kid, I loved the Legion of Super-Heroes and the Justice League of America. These were comics for slumming comic book writers, fun and sort of stupid stories in which a whole bunch of superheroes would get together, hang out in the clubhouse, and then work together to destroy some sort of monster that any individual superhero could never have bested.

Anyway, near the beginning of most of these comics was a scene where a stranger would meet the team. Inevitably, the heroes would introduce themselves. Of course, Batman and Superman wouldn't need an introduction, but the lesser heroes had to speak up and describe their superpowers.

'I'm Wasp. I have the ability to shrink to a height of several centimeters, fly by means of insectoid wings, and fire energy blasts.'

Some fancy marketers might call this a positioning statement or a unique selling proposition. Of course, it's not that. It's a superpower.

When you meet someone, you need to have a superpower. If you don't, you're just another handshake. It's not about touting yourself or coming on too strong. It's about making the introduction meaningful.

If I don't know your superpower, then I don't know how you can help me (or I can help you).

When I tell the superhero story to people, they seem to get it. But then I ask them their superpower, and they pick something that might be a power but it isn't really super. It's sort of an average power. 'I'm pleasant and compliant' is the one we've been taught. Sorry, that's good, but it's not super.

If you want to be a linchpin, the power you bring to the table has to be very difficult to replace. Be bolder and think bigger. Nothing topping you.

'Of course there is,' some say. 'I was born with X-ray vision or even a lot of charisma for that matter.' A while ago, I may have agreed with that...you needed talents and gifts to make a difference. But today there are so many ways to lead, so many things to do, so many opportunities to contribute that I don't buy it anymore.

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This concept gets to the heart of the chasm we're facing. You want your pretty safe skill to be enough. Enough to make you valued, enough to make you fairly paid, enough to make your life stable. But it's not. It's not enough because in a very connected, very competitive marketplace, there are plenty of people with your pretty safe skill. The 'super' part and the 'power' part come not from something you're born with but from something you choose to do and, more important, from something you choose to give.

The Dip is about this very thing. If you're not the best in the world (the customer's world) at your unique talent, then it's not a unique talent, is it? Which means you only have two choices:

- 1. Develop the other attributes that make you a linchpin.*
- 2. Get a lot better at your unique talent.*

It's possible that no one ever pushed you to be brave enough to go this far out on a limb. Consider yourself pushed."

I am going to leave you to ponder Godin's message.

I will offer up my perspective next week.

In the meantime, I would love to know...

What's your superpower?

Please, do not hold back...share your thoughts with me right now, as I would love to know what spoke to you in this moment and what came to mind about yourself!

Today...Choose to Be Extraordinary!

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The Seventh Ability of the Linchpin (Part 2)

Ability 7:
Possessing a Unique Talent (Part 2)

To say I am impressed is an understatement after receiving your responses to the “Super Power” message. Thank you for taking the time to be introspective, to remind yourself of your own abilities. And for those who may have pondered this for the first time, congratulations on applying the energy and focus to be aware of what makes you truly special.

I still recall the time of life when I became fully aware of my own “Super Power.” It was well into my thirties: a time when my self-doubt was incredibly intense and my self-esteem was at its lowest. I was convinced I had no gift—nothing special about me—but that all changed. I can trace my epiphany back to a “random” conversation with a business acquaintance of mine that opened my eyes in a way I had never imagined.

At the time, I was hosting monthly entrepreneurial education events back in my hometown of Milwaukee, WI. I was blessed to have incredibly talented business owners join this extraordinary group I had cultivated, taking it from concept to something truly special.

After one of these live events, one of my most impressive and successful entrepreneurs called me the next day to share a story that would change my life forever. I had given the group an exercise to reach out to 1-3 people and ask them what each person would say is their “Gift.” Without my prompting, this particular member called me to tell me what he thought my Gift was from his perspective.

His message began by thanking me for the exercise; he took action on it right away and was humbled at the responses he received from those he chose to ask. The experience moved him to proactively call me to share what he believed my Gift was...I was both excited and a little apprehensive to hear what he was about to share.

To my surprise, his observation was simple...

“Kevin, after doing the exercise you gave us yesterday, I was so grateful to receive the responses I did, as it brought to light qualities about me I did not realize others noticed or valued. In return, I had to call you to make sure you knew what is so special about you...”

You help people believe in themselves to a degree one never thought was possible to believe. Thank you for what you do for me and others. God has blessed you with a special Gift.”

At first, his comments were hard to believe—humorous after what he just told me—how could I now instill belief in MYSELF?

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Ever since that day, I have embraced his kind and generous compliments. I am grateful to have had this moment, as it changed the course of the influence I have on others still to this day.

I will forever be grateful for this moment I experienced in life.

As a side note, this amazing man has gone on to build a \$100-million business. I am impressed, yet not surprised, as I could see what his true capabilities were and are.

Friends, I hope you take time to explore your Gift, so you can understand, at the soul level, how special you truly are!

Once you have full awareness of your Gift, you can shine your light brighter than ever before with every person who is blessed to cross paths with you in life...go, be a bright light!

Today...Choose to Be Extraordinary!

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Endless Giving, Endless Generosity

During the Linchpin series, the author referenced the word “generosity” as a choice linchpins make on a regular basis.

Linchpins never stop giving. When we make the commitment to be indispensable, we give because it is who we are at our core.

“They don’t give for a while, hoping to get, and then, once they cross a threshold, become takers. Instead, they have a posture of always giving. That’s what they do, because they are artists, not cogs. They are linchpins, not replaceable employees.”

Generosity is a Superpower that benefits all. There is an insightful Proverb that highlights this, saying, “A generous person will prosper; whoever refreshes others will be refreshed.”

I am blessed to know a handful of people who are truly filled with joy in all aspects of life. Each of these people share many qualities, with Generosity being a common thread.

These remarkable human beings are committed to helping others create positive outcomes in life. They offer themselves selflessly with one mission in mind: to be Generous with the gifts they are blessed to have.

What I respect most about all of them is that they are always in good spirits and want for nothing...they have broken free from the chains of desire. There is nothing the world has that they covet, which is why they are so willing to offer what they have to those who come in and out of their lives.

Endless Giving, Endless Generosity.

The beauty of Generosity is that it applies to all of us, no matter where we are on the spectrum of embodying such an admirable way of living life. We all have ways to be Generous; the difference is simply whether we seek and welcome our opportunities or not.

If you want to quickly create a personal connection with this...answer these three questions:

1. How would you define Generosity?
2. In your life, who displays Generosity in a selfless way?
3. How do you currently display Generosity to others?

These questions set the stage for upcoming messages that will expand your mind when it comes to Generosity, where we will focus in on the person in your life who deserves it most...

Until next time, be Generous, and share your initial thoughts with me!

Today...Choose to Be Extraordinary!