

# TRAIN FOR SUCCESS

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YOU + YOUR  
PARTNERS IN CRIME

# HOW TO CLONE YOURSELF

*w/ Amber McCue*

# WEEK FOUR

*Training for Success...*

1. Management vs. Leadership - What's the difference? How do you lead?
2. Start Right - How to set your team up for success + develop a project charter
3. Your Why - Transparency is queen + develop brand guidelines to rock your go forward plan



“If you increase your influence, you increase your leadership.”

“Leadership is not a noun. It’s a verb. It’s active. It’s movement.”

“It’s tough being in the people’s business when people don’t like you.”

“Relationships are the foundation of leadership.”

“Momentum solves 80% of your problems.”

“Successful people have always positioned themselves well.”

*-John Maxwell on Leadership*

# 1. MANAGEMENT VS. LEADERSHIP

- What is the difference between management + leadership?
- Your brand of leadership
- How to...



## 2. START RIGHT

- Do you leverage the talent on your team fully?
- How to start right with onboarding
- Proactive communication + culture building + relationship development



IT'S NOT ABOUT IDEAS.  
IT'S ABOUT MAKING  
IDEAS HAPPEN.

*Scott Belsky*  
Co-Founder of Behance

### 3. WHY?

- Transparency is Queen
- What do people need to know?
- How much to share?

WHEN LIFE GIVES YOU LEMONS,  
PLANT THE SEEDS AND GROW A  
LEMON GROVE. / *Hazel Gadbois*



# MANAGEMENT VS LEADERSHIP

MODULE FOUR - LESSON ONE

# HOW TO CLONE YOURSELF

*w/ Amber McCue*

# 1. MANAGER. BOSS. THE HEAD HONCHO.

- The manager administers. A leader innovates.
- The manager maintains. A leader develops.
- The manager plans and executes. A leader sets a direction and promotes change.
- The manager takes effective action. A leader takes meaningful action.
- The manager relies on control. A leader inspires trust.
- The manager has a short range view. A leader has a long term perspective.
- The manager asks how and when. A leader asks what and why.
- The manager has his or her eye on the bottom line. A leader's eye is on the horizon.
- The manager imitates. A leader originates.
- The manager is the classic good soldier. A leader is his or her own person.
- The manager does things right. A leader does the right thing.



**DO YOU TEND TO LEAD?**  
**OR MANAGE?**

# LEADERSHIP. INSPIRES. TRANSFORMS

A leader is someone who has the capacity to create a compelling vision that takes people to a new places and to translate a vision into action. Leaders draw on other people by enrolling them in their visions. Leaders inspire people, empower them. They don't push. They pull.



# LEADERSHIP.

*Going beyond clones...*

- Increasingly and particularly in the work we do.
- One manages people less and less.
- We are in need of leaders who lead people to accomplish goals based on the specific strengths and weaknesses of those goals.



# CONSIDER VARIOUS LEADERSHIP TRAITS YOU COULD EMBRACE

- Compassionate
- Results driven
- Good communicator
- Empathy
- Honesty
- Integrity
- Positive
- Accountable
- Hold the Vision
- Define Purpose
- Committed
- Passionate
- Driven
- Kind
- High EQ
- Decision Maker
- Humble
- Transparent
- Resilient
- Confident
- High Integrity
- Encouraging
- A learner
- Loyal

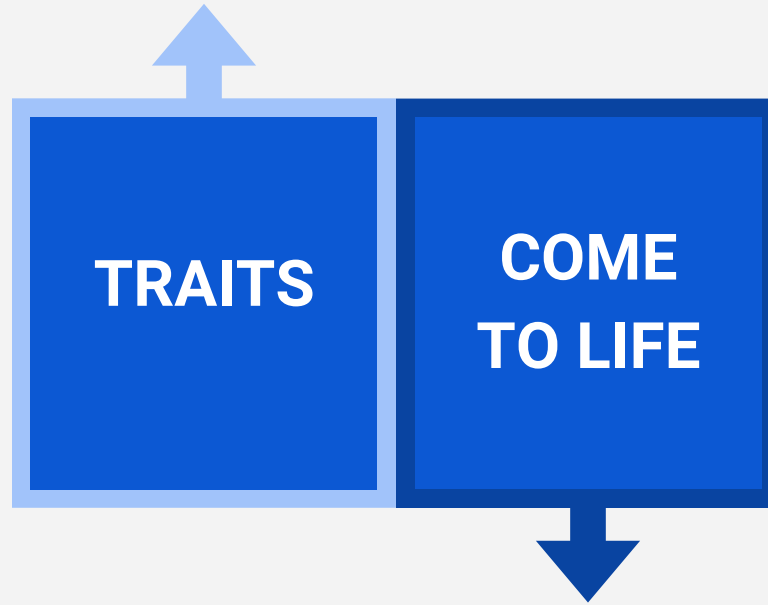
# SELECT THE TRAITS THAT YOU HOLD HIGH

- Compassionate
- Results driven
- Good communicator
- Empathy
- Honesty
- Integrity
- Positive
- Accountable
- Hold the Vision
- Define Purpose
- Committed
- Passionate
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# MY LEADERSHIP PROFILE

- Leads entrepreneurs to run better businesses through their operations optimization and strategic consulting.
- Foster positive environments for all
- Gives back + helps others grow further, fueling the give-back cycle.
- Inspires a 20% fun + 80% get it done environment.
- Compassionate, real, honest, flexible, and a teacher.
- Shares all knowledge openly and willingly to fuel a revolution of growth and efficiency in small businesses.





# CORRESPONDING ACTIONS

- Model by having strong business operations myself based on my business lifecycle.
- Bring in positivity as often as possible, allow people to save face, remove negativity
- Create space in my schedule to innovate.
- Flexible.
- Get sleep + reenergize so I can maintain a sense of humor!
- Be honest about my challenges so they can be leveraged as learning lessons for others. Why repeat ourselves?



# PAUSE + REFLECT

- What kind of a leader are you today?
  - Choose the leadership traits that you hold
- What kind of a leader do you WANT to be?
  - Build your Leadership Profile
- What do you need to do to close the gap?
  - Action



# START RIGHT

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MODULE FOUR - LESSON TWO

# HOW TO CLONE YOURSELF

*w/ Amber McCue*

## 2. START RIGHT

- Do you leverage people and their talents?
- How to start right
- Proactive communication + relationship development

# PEOPLE COME FIRST

- Am I building people or am I building my dream and using people to do it? People must always come first.
- Do I care enough to confront people when it makes a difference?
- Am I listening to people with more than my ears and am I hearing more than work? The biggest mistake you can make as a leader is to impress your ideas on others vs. bringing people along with you.
- What are the main strengths of this individual?
- Have I placed a high priority on the work activity at hand? People will be more engaged what they are doing “will make a difference” vs. “won’t make any difference.”
- Have I shown the value of this relationship/partnership to the person I am working with?

# PROJECT CHARTER

- It's as much about the how as the what.
- A project charter gets everyone aligned to the vision and goals of the project at hand. In the project charter you'll hit on deadlines as well as how you'll work together to get things done.
- Check out the template I prepared for you.
- When you complete this, partner with your team (even if it is just you and this other person) to get it done.
- Mutual agreement is key! Everyone has to buy in and contribute to the project charter or it is just a decree from you... And that's not what we want.

# PROACTIVE

*is the*

NAME OF THE GAME

# COMMUNICATION

“The single biggest problem in communication is the illusion is that it has taken place.” – George Bernard Shaw

I didn't say you were beautiful.

I didn't say you were beautiful.

I didn't say you were beautiful.

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I didn't say you were beautiful.





## THE POSITIVE SANDWICH



# EMAIL COMMUNICATION

Hey <XXX>,

You are killing it on this project – It is a ton of volume, yes?

I had an idea to improve <XYZ> process. I noticed when... *<State issue you noticed that could use improvement>* You are so close to this one, so definitely let me know if I overlooked something and there is more to it.

*<Detail process improvement idea you had>* Can you give that a go in the next round of responses? Also, if this goes, let's document it in our SOP – Will you cover off on that too?

Thanks so much! I welcome your feedback – anything you think we should change up, just let me know – and can't wait to see how this test goes!

Thanks again,

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Thanks again,

<XXX>

# START RIGHT / PAUSE + REFLECT

- How will you engage in your team relationships differently going forward?
- Use the project charter for your next kick-off project.
- Or if you have a project going now you are working on now, get going!

# TRANSPARENCY IS QUEEN

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MODULE FOUR - LESSON FOUR

# HOW TO CLONE YOURSELF

*w/ Amber McCue*

### 3. WHY?

- Transparency is Queen
- What do people need to know?
- How much to share?

WHEN LIFE GIVES YOU LEMONS,  
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# TRANSPARENCY IS QUEEN

- Give people your vision so they can help you execute on it!
- This vision, your values should be included in everything you do!
- See Netflix's culture guide for a super transparent approach to sharing your vision.



WHEN LIFE GIVES YOU LEMONS,  
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# Start with a One Pager

- Start with a one page culture guide Simply create a one pager that outlines your key objectives for the upcoming year and beyond
- Include:
  - Core promise
  - Guiding principles
  - Revenue targets
  - Core services
  - Values
- Of course, there is a DONE FOR YOU template so you can do this easily today.
- Don't delay. You're going places and having this documented will help ensure ease in implementing your vision and bringing others onboard.

# HOW MUCH TO SHARE...

- Balancing act.
- Lean toward over sharing.
- Don't talk negatively about other people.
  - Period.



# BY SHARING...

- You give people the information they need to help bring your vision to life.
- You'll be confident your team members have the tools they need to get you where you are going.
- You only work with A-Players by giving them your vision, they'll be able to bring you new and innovations solutions to your problems so you don't have to worry about them!

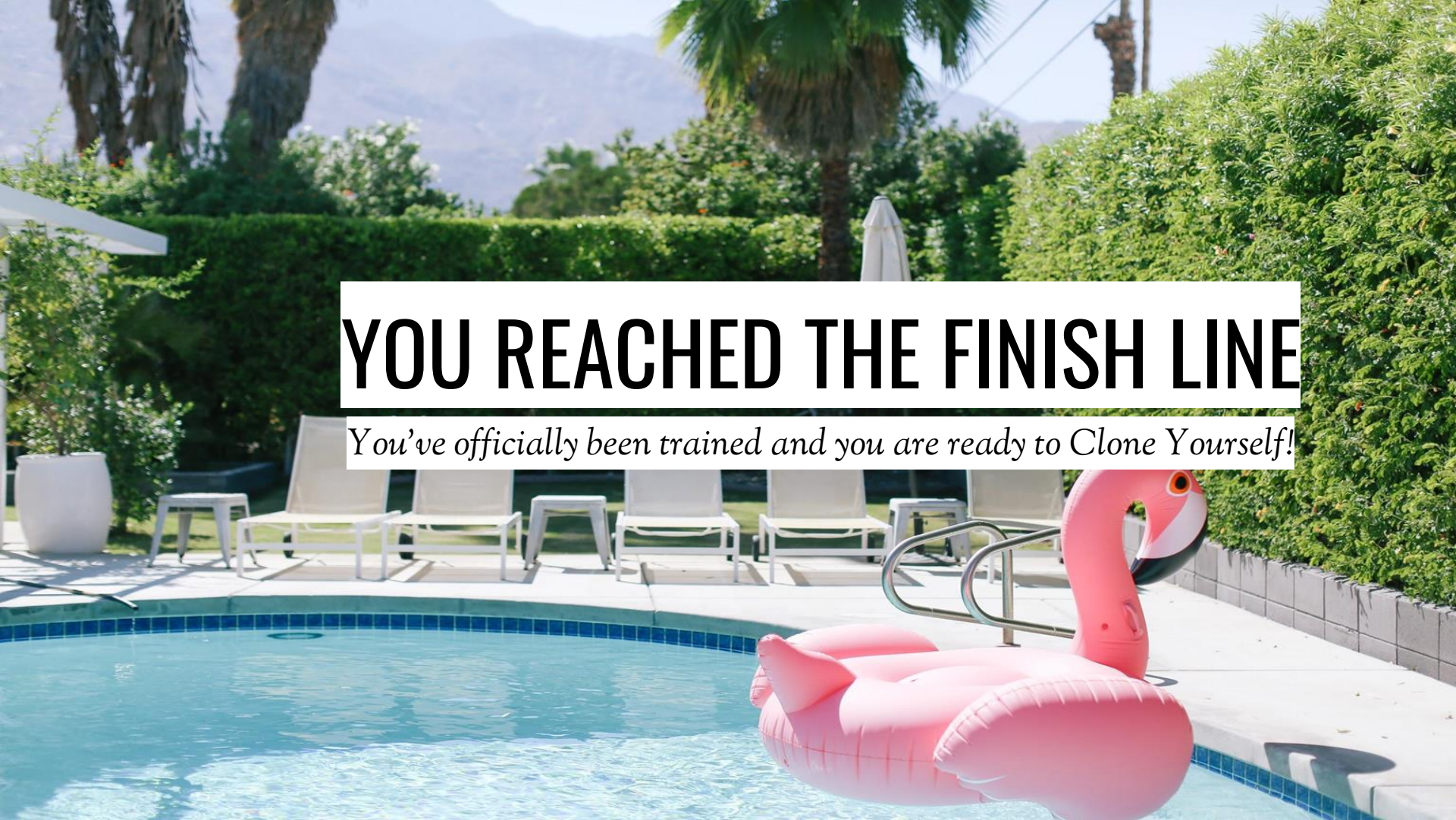
# WHAT DOES YOUR TEAM NEED TO KNOW ABOUT YOU?

- Where is your business going?
- What do you need to do today to get it there?
- Complete your one page cutlure guide and share with your team to keep everyone aligned to the business plans for the year ahead. Ask the team what you might be missing or what needs to be aligned



# YOU REACHED THE FINISH LINE

*You've officially been trained and you are ready to Clone Yourself!*



# DOCS

- Leadership Profile
- Project charter
- One Page Culture guide