

LEADERSHIP USA®

TrustWorking: Cultivating Connections Within Your Sphere of Influence

Presented by Keith Bailey

August 19, 2024



2024 Calendar of Learning Events

LEADERSHIP USA®



Location:

The Conference Center at RidgeGate
9878 Schwab Way, Suite 401, Lone Tree, CO 80124

Schedule:

8:30 AM registration, 9:00 AM to 12:00 PM meeting
Includes breakfast, materials, and parking

Cost (includes recording):

Live Event (instructor-led): \$249 per person (group discounts available)
Live Stream (watch from any location): \$129 per person (bulk discounts available)

Registration:

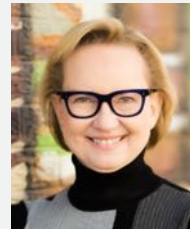
Go to LeadershipUSA.com/events, email Nadine@LeadershipUSA.com, or call 303-471-7401

Monday, January 22, 2024



Elaine Dumler presents
**Presentations That Influence Change:
Getting the Right Information . . . to the
Right People . . . in the Right Format**

Monday, February 19, 2024



Cindy Solomon presents
**Building Your Courage: Creating
Engagement, Accountability and Results**

Monday, March 25, 2024



Carolyn Strauss presents
**Effective Execution: The Art of Getting
Work Done**

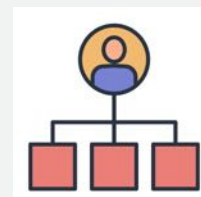
Monday, April 22, 2024



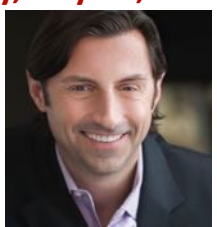
Jon Macaskill presents
**Unleashing the Power of Preparedness, Resilience,
Grit, and Compassion: A Navy SEAL Commander's
Blueprint for Personal Growth**

Monday, May 13, 2024

Jenn Dewall presents
**How to Manage Burnout and Overwhelm:
Find Joy at Work Again**

Monday, June 24, 2024

Richard Bryan presents
**Learning to Lead: Proven
Strategies Guaranteed to Succeed**

Monday, July 22, 2024

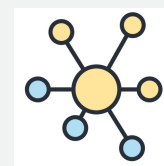
Gerry O'Brien presents
**Maximizing Your Influence: Influencing
Customers, Co-Workers and Employees to
Say Yes to You**

Monday, August 19, 2024

Keith Bailey presents
**TrustWorking: Cultivating Connections
Within Your Sphere Of Influence**

Monday, September 16, 2024

Julie Holmes presents
**UPGRADE Your Team: 7 Steps to Becoming
an AI-Empowered Organization**

Monday, October 14, 2024

Ben Freeman presents
**Primed, Connected, & Personalized: Master
Connection Through Personalized Engagement**

Monday, November 11, 2024

Greg Williams presents
**Rise to Superhero Status: Mastering Vital
Soft Skills for Exceptional Achievement**

Monday, December 16, 2024

Stephanie Wachman presents
**Wired to Connect: The Neuroscience of
Communication and The Impact of Our Words**

Information About This LEADERSHIP USA® Learning Event



AGENDA

Registration starts at 8:00 AM. The workshop starts at 9:00 AM and concludes promptly at 12:00 PM. A fifteen-minute coffee break is scheduled for 10:30 AM. Breakfast is served from 8:00 to 9:00 AM. Restrooms are by the elevator door, as well as the 1st & 2nd floors.



MICROPHONES

This event is being livestreamed around the U.S., so please use the wireless microphones when speaking. Even if the live audience can hear you in the room, the remote audience can't unless you speak into the microphone. Thank you in advance!



PHONE CALLS

As a courtesy to others, please mute your phones during the program. If you must take a call, please take the elevator down to the first floor lobby. (We can hear your conversation if you stand by the restrooms.)



OUTSIDE WORK

Texting, working on your laptop, and responding to email can be a distraction to your fellow learners. Please be present during the event and work outside the meeting room.



REGISTRATION

The schedule of upcoming LEADERSHIP USA learning events is included in the front of this workbook. Register with a credit card online at LeadershipUSA.com/events or email Nadine@LeadershipUSA.com to receive an invoice.



FEEDBACK

To best meet your needs, we need your input! At the conclusion of the session, please complete the paper or online evaluation using the QR code or URL on the inside back cover.



CERTIFICATION

To receive 3 SHRM, and 3 HRCI credits for this event, please email your request to Nadine@LeadershipUSA.com.

Thank you and have a great day!



TRUSTWORKING: CULTIVATING CONNECTIONS WITHIN YOUR SPHERE OF INFLUENCE

WORKBOOK

A Bit About Your instructor Keith Bailey

Keith's journey from The Netherlands to the United States at 8 years old wasn't just a change of scenery; it was a crash course in making connections. Picture this: a kid who doesn't speak the language, clad in homemade outfits, trying to navigate the complex social waters of a new country. It was a challenge, but Keith dove in headfirst, fueled by curiosity and a growing knack for storytelling.



His time in the United States Marine Corp added another layer to his communication approach. There, he learned the power of an altruistic, "go-giver" mindset. Putting people before the profession became his mantra, and weaving stories into his networking practices became his superpower.

From hospitality to fitness coaching to global corporate sales, Keith honed his speaking skills leveraging Toastmasters and the National Speakers Association as his training ground and improv stages as his playground.

Now, as the co-founder of Articulated Intelligence, Keith is on a mission to share the secrets of effective communication and help people live life well spoken.

Chat G _____ P _____ T _____



Conversational _____ :

A communication technique that weaves in different conversation directions that a listener can grab onto to continue the conversation in a direction of their interest.

How to Answer “How Ya Doin?” To Create
Conversational Threading Opportunities

“

“

_____, _____

Personally I...

Instructions:

- Break into groups of 2 - 5 people.
- Take turns asking each other “How ya doin?”
- Person answering, answers with a “Personally I...” statement.
- Keep it personable (ex: Personally I am trying to catch up on sleep after a weekend of camping, river rafting and rock climbing in Utah).
- Someone from the group lean in with curiosity and ask a follow on question.
- Switch approximately every 2 minutes so each person has an opportunity to share their “Personally I...”
- *If you are a “group of 1”, practice out loud several Personally I... answers. How would you respond to the to the example above?*

Building _____ Equity

What Are Some Different Ways to Build Relationship Equity Through Storied Dialogue?

“ _____ I, ... ”

_____ before _____



Lean in with _____

Ask _____ ?s

Breakout Activity: Clarifying Questions

Duration: 10 Minutes

Purpose: A different/memorable way of answering “what do you do?”

Clarifying ?s

Instructions:

- Break into groups of 2 people.
- Take turns asking each other “What do you do?”
- Person answering, answers with a clarifying question like the following, waits for the answer, then weaves in what they do:
 - Do you know...?
 - How familiar are you with...?
 - Have you encountered “this concept” before?
 - How much experience do you have with...?
 - Are you aware of the latest developments in...?
 - Do you have any prior knowledge about...
 - Do you consider yourself...?
- Person listening leans in with curiosity and ask questions about what that person does.
- Switch approximately every 5 minutes so each person has an opportunity to share what they do using clarifying questions.
- *If you are a “group of 1”, practice out loud using several of the clarifying questions above.*

Ask _____ Questions

What's been the BEST _____?

What's the BEST _____ you've experienced?

What's been the MOST _____?

What's your #1 _____?

Create Your Own BEST Questions:



Breakout Activity: Best Questions

Duration: 10 Minutes

Purpose: Create on-ramps for conversation and connection



Instructions:

- Break into groups of 2 - 5 people.
- Take turns asking each other some of the following Best ?s.
For each question asked, spend a little time leaning in and being curious.
 - What was the BEST part of your weekend?
 - What is the BEST example of teamwork you've experienced?
 - What is the MOST interesting thing you have learned recently?
 - What is your #1 goal for 2024?
- Approximately 10 minutes to cover as many questions as you'd like. Feel free to come up with your own, be creative.
- *If you are a "group of 1", answer out loud (to your dog, to the birds, to yourself) all of the BEST questions listed above.
or text a freind and ask them a BEST question.*

Shared_____create_____!

“For starters, you should ask people for more favors. It will cause them to like you more and strengthen your relationship. It also means that you should stop taking clients out for expensive dinners, and instead find a joint activity like a hike, a fitness class, an art project, volunteer work, or even flower arrangement.” ~ Jon Levy



Rebus Challenge

Instructions:

- Break into groups of 2- 5 people.
- Work as a team to solve the 10 word puzzles on the following page.
- **BE KIND, DON'T TURN TO THE NEXT PAGE UNTIL PROMPTED.**
- Designate a scribe to write answers in the corresponding area below each word puzzle.
- Flag down your facilitator when completed to check your answers.
- Approximately 10 minutes for teams to complete the word puzzle challenge.
- Facilitator will review answers with everyone once one team has answered all word puzzles correctly or time is up.
- *If you are a “group of 1”, try solving as many of the puzzles as you can on your own. If someone in your house or office needs a break, pull them in and work together.*

Breakout Activity: Rebus Challenge Worksheet

NOON LAZY

1

0
PH.D.
M.D.
B.S.

2

JOBINJOB

3

STORM
TH

4

TALIR
RIALT
AIRTL
IRLAT

5

Give Get
Give Get
Give Get
Give Get

6

DICE
DICE

7

M1Y L1I1F1E

8

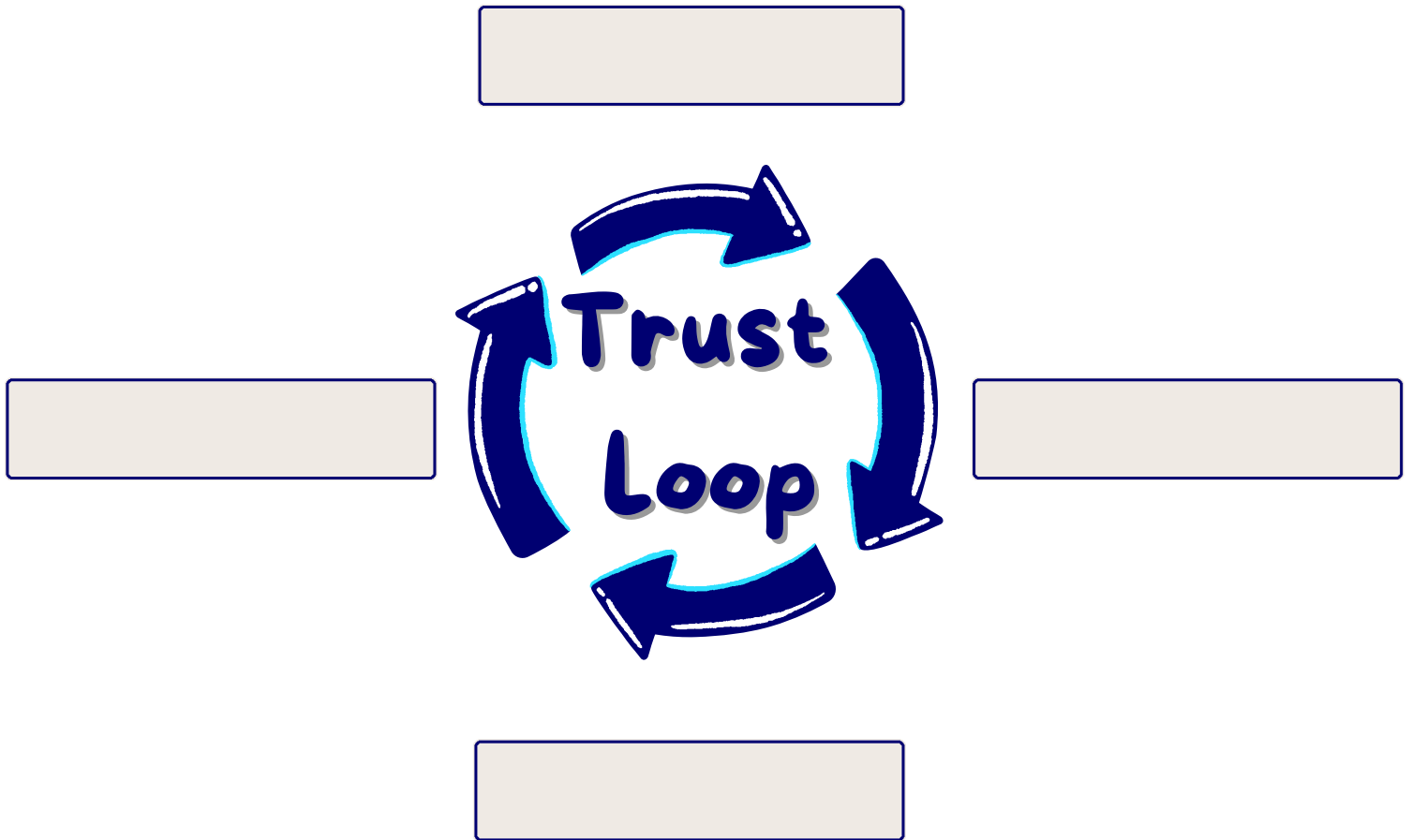
____ PROGRAM

9

CHTONGUEEEK

10

Cultivating Connections



Shared Experiences Ideas:

% Reconnection

Instructions:

- Grab your mobile device.
- Think about someone who has had a positive impact on your life/career.
- Text them the following or a variety there of:

“I’m in a workshop and we’ve been encouraged to reach out to a person who has had a positive impact in my life, I thought of you.”

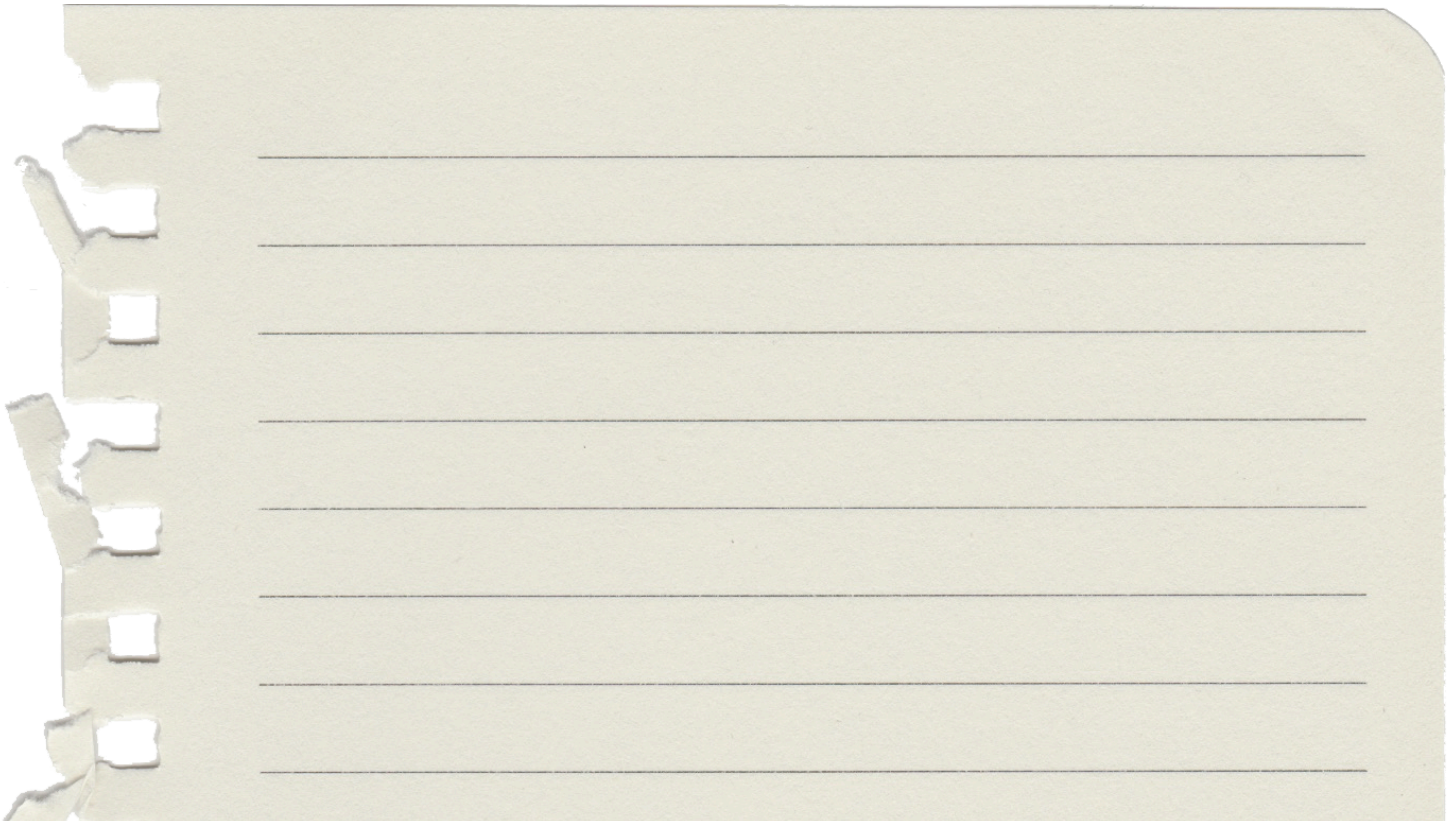
- Once finished, put your mobile device away so the facilitator knows you’re done.
- Approximately 2 minutes to reach out and text someone.

Best Practices

Instructions:

- Break into groups of 1 - 5 people.
- Designate a scribe to write down the groups' ideas below.
- Share communication practices you use that have been effective/appreciated (ex: include agenda in meeting invites).
- Approximately 5 minutes to rapidly brainstorm.

Communication Best Practices:

A large, rectangular notepad with a light beige background and horizontal ruling lines. The left edge of the notepad is torn and ragged, with several small pieces missing. The notepad is positioned below the 'Communication Best Practices' header and is intended for groups to write down their brainstormed ideas.



WITH 1 WORD[®]

ANY WORD

FIRST

BEST

FIRST THOUGHT,
BEST THOUGHT

YES, AND...

FREE
ASSOCIATION

LAST

WORST

STORY VISUALIZATION

A story is about a moment in time where something happens!

Focus on that moment in time:

- What is the **situation** leading up to the moment in time?
- What is the **action** during the moment in time?
- What is the **outcome/resolution** from that moment in time?
- What is the **impact, change, or meaning** for you and/or your audience today?

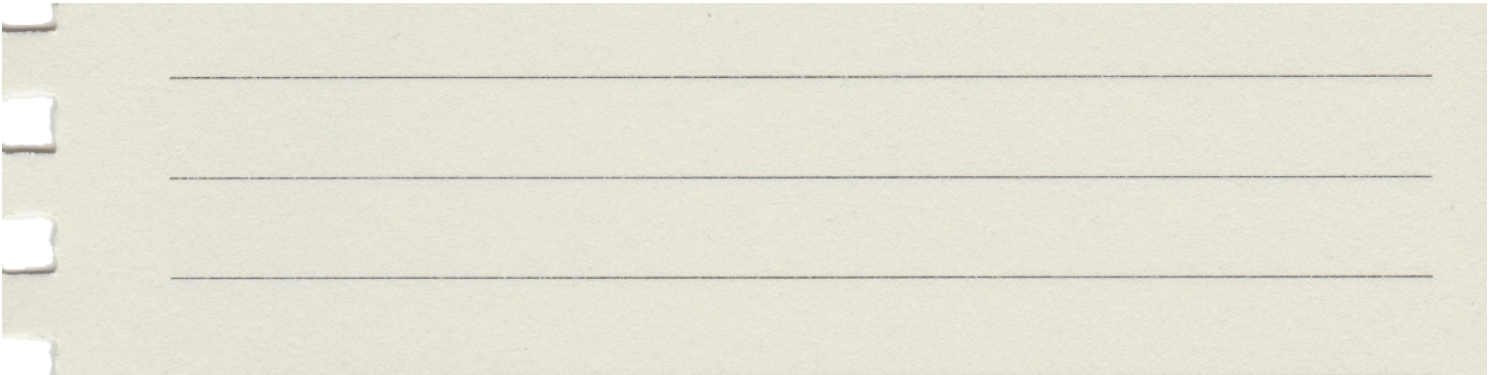


With 1 Word

Instructions:

- Break into groups of 2 people.
- First person shares one (1) teacher story (the first, best, last or worst). Keep story to approximately 3 minutes.
- The person listening, listens to understand.
- When the person completes their story, the listener will ask the storyteller and write down their answer to:

“What does this experience mean to you today?”



- Switch in approximately 5 minutes so each person has an opportunity to share their teacher story.
- Use the With 1 Word® worksheet on the following page to assist with searching for stories.
- *If you are a “group of 1”, record your story on your mobile device using voice memo or video.*

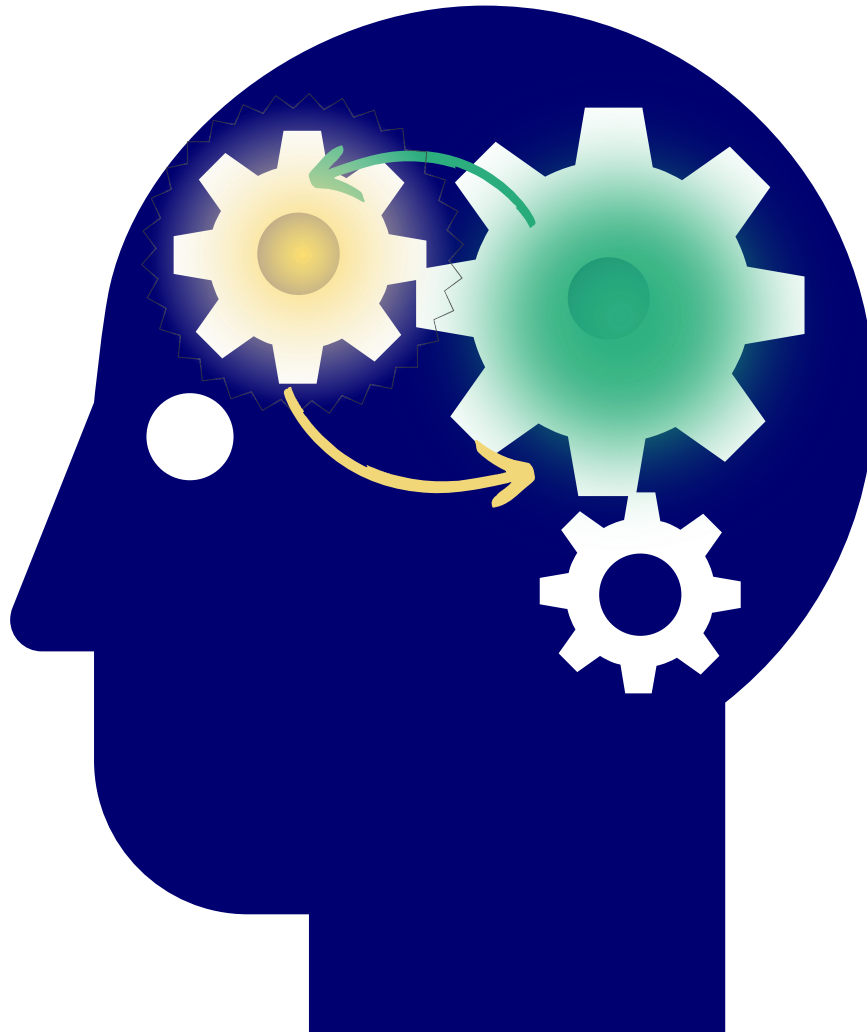
Cultivating Connections

Neocortex

Limbic System

_____Mind

_____Mind



Circular Reference

_____ / _____

_____ Story

Reinforce With _____ / _____



S+A+R+M

STORY (RE)SHAPING FORMULA

STORY PROMPT

SITUATION

Anchor Your Audience
Paint The Scene
Location/Time

ACTION

Describe the Moment
Character Descriptions
Dialogue

WHAT

IF

RESOLUTION

Describe the Outcome
of the Action

MEANING

Provide Purpose Impact
Change

ADDITIONAL STICKY STORY ELEMENTS TO CONSIDER

- Keep stories **short**
- Tell stories in **real time** (I am vs. I was)
- **Get to the point** quickly
- Start the story as **close to the moment in time** as possible
- Incorporate a **color** and/or a **number**
- Use **common** language
- Avoid **jargon**
- Add **humor**, if possible

Breakout Activity: SARM Re-shape/Re-share/Feedback

Duration: 10 Minutes

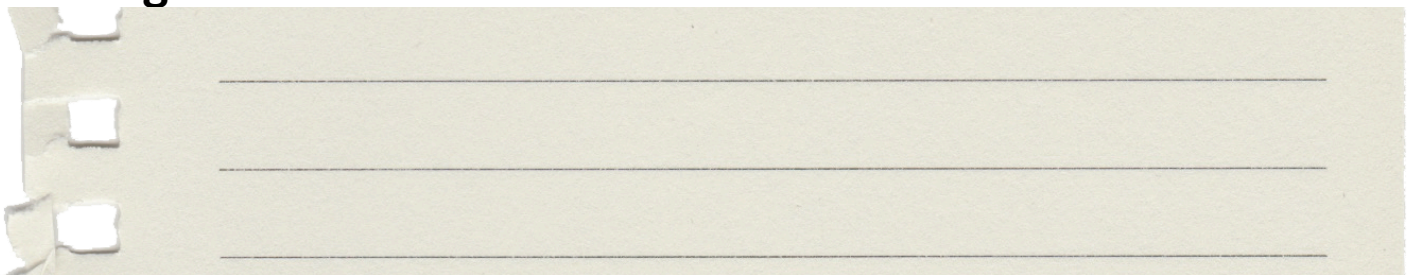
Purpose: Experience how practice and feedback transforms the power of stories

Re-shape/Re-share/Feedback

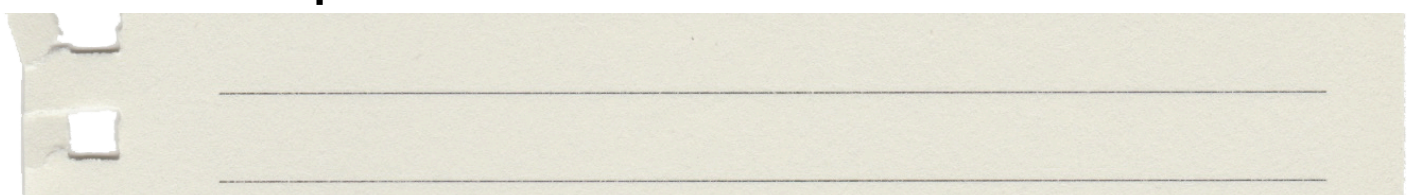
Instructions:

- Break into groups of 2 people
- First person re-shares their “SARMed” teacher story. Keep story to approximately 3 minutes.
- The listener then provides 3, 2, 1 feedback.
- Switch in approximately 5 minutes so each person has an opportunity to re-share their re-shaped teacher story.
- *If you are a “group of 1” record the “SARMed” version of your story. Listen to it and self critique using 3, 2, 1 below.*

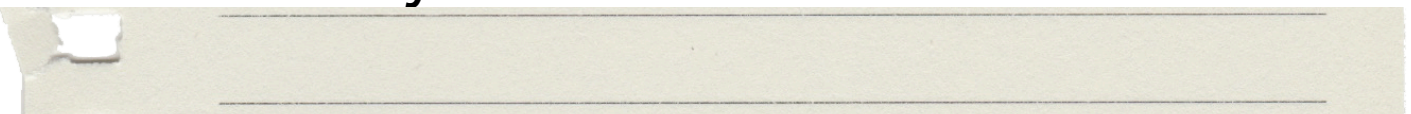
3 Things I Liked:



2 Areas for Improvement:



1 Overall Takeaway:



Thank You!

*We improve through feedback.
We would be grateful for yours.
Please scan to tell us how we did.*



Live Life Well Spoken
www.articulated-intelligence.com

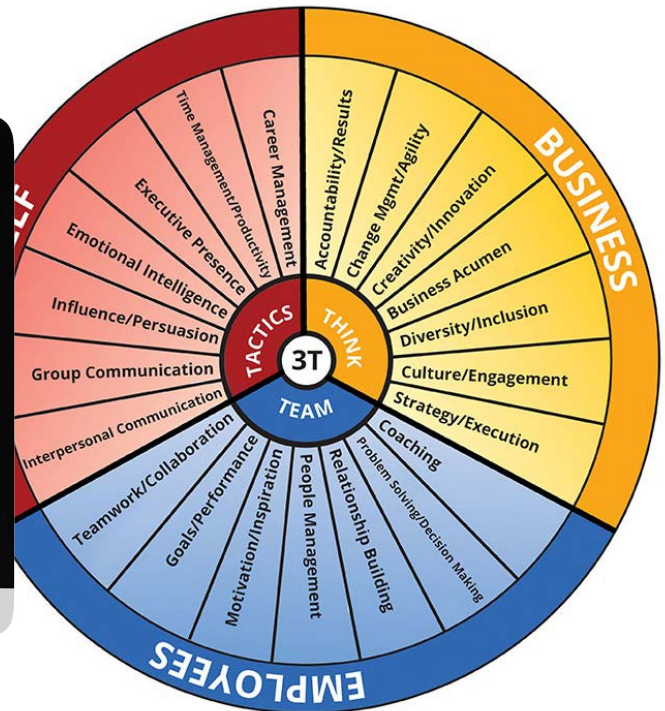
LEADERSHIP LIBRARY • WEBINARS

Continue Your Learning After Today's Learning Event!



LEADERSHIP USA Learning Library

Access additional self-study resources (eBooks, Videos, MP3s, articles, etc.) from our distinguished faculty members at LeadershipUSA.com/learning-library (use password **TRUST**). Just click on the wheel to jump right to your desired skill!



Follow LEADERSHIP USA:



Facebook:

facebook.com/LeadershipUSAInc



LinkedIn:

linkedin.com/company/leadershipusa/

Who Should Participate



- Large Corporations with internal training departments who want to supplement their existing leadership development programs to “fill in the blanks” on performance improvement needs
- Larger Organizations that don’t have internal training departments or an established leadership development program (who need an outsourced L&D function)
- Small-to-Medium Size Firms who need a consistent leadership development strategy for the senior leaders and managers in their organizations

