

# **WITH DOGGED RESOLVE:**

HOW BEST TO COMMUNICATE AND CONNECT  
IN THE POST-COVID EMPLOYMENT WORLD



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## DOGGED RESOLVE



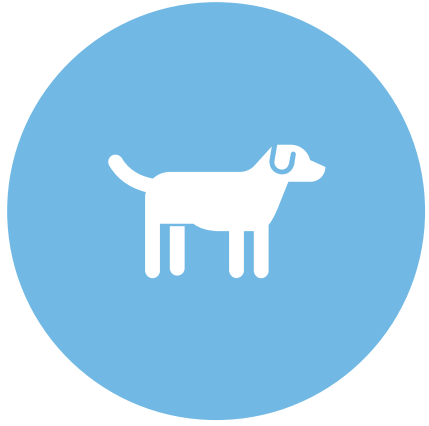
**LISTEN** TO YOUR  
INSTINCTS.



**BLAZE** YOUR OWN  
TRAIL.



**STAY** IN THE  
GAME.



## LISTEN TO YOUR INSTINCTS



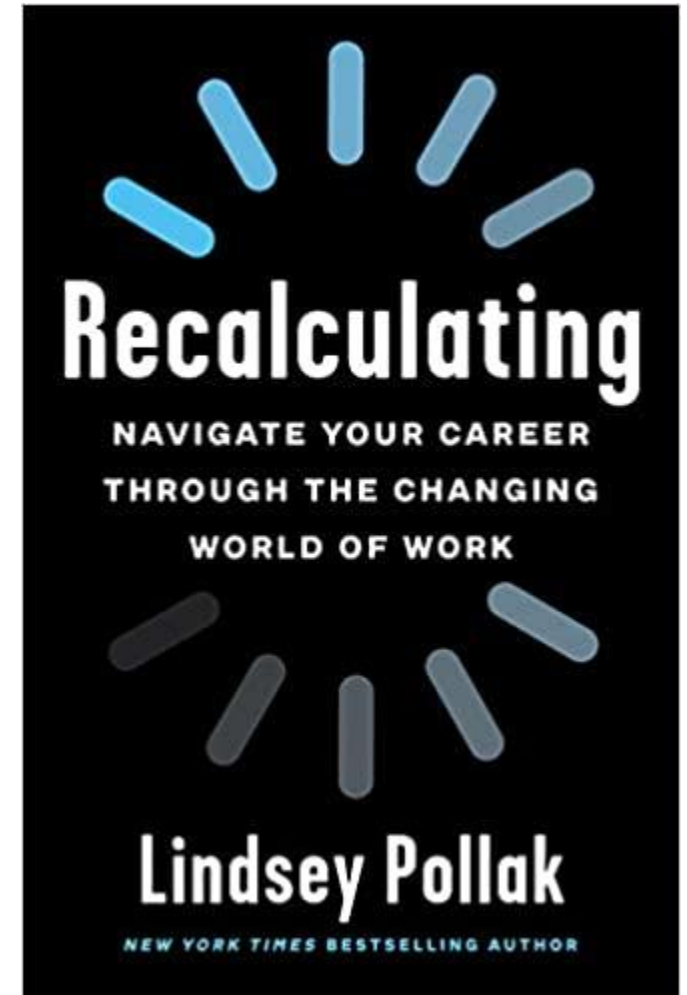
RECALCULATE



RECALIBRATE










RE-CELEBRATE

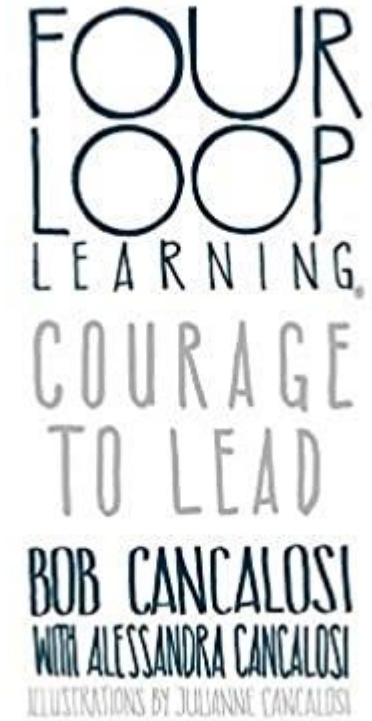


Recalculating: Navigate Your Career Through the Changing World of Work—March 23, 2021;  
<https://lindseypollak.com/books/recalculating/>



## BLAZE YOUR OWN TRAIL

-  **C**HANGE MANAGEMENT AS A CORE COMPETENCY
-  **O**VERCOME MENTAL CHATTER
-  **U**SE INFLUENCE
-  **R**ELENTLESSLY CONNECT TO PEOPLE'S HEARTS
-  **A**LWAYS LOOK TO IMPROVE
-  **G**ET REALLY GOOD AT IMPLEMENTATION
-  **E**NCOURAGE ITERATION, NOT PERFECTION



Courage to Lead (Four Loop Learning), Bob Cancalosi;  
<https://www.fourlooplearning.com/products/>



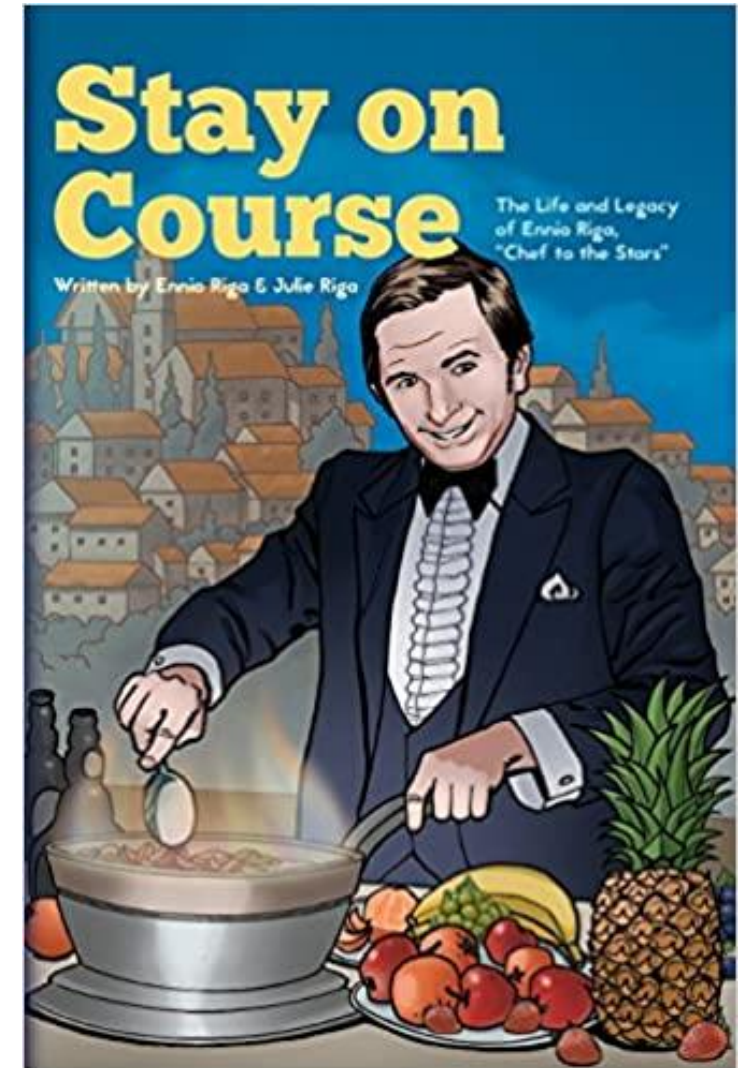
## STAY IN THE GAME

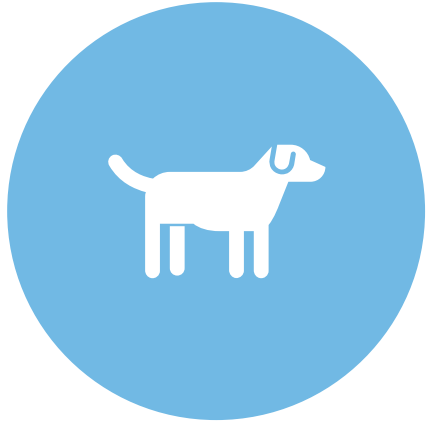


KNOW & FOCUS ON YOUR MISSION/VALUES



VIRTUALIZE COMMUNICATIONS STRATEGY





## LISTEN TO YOUR INSTINCTS

### ■ RECALCULATE:






-  Positive
-  Path
-  Persuade
-  Personify
-  Perform
-  Persevere
-  Perfect

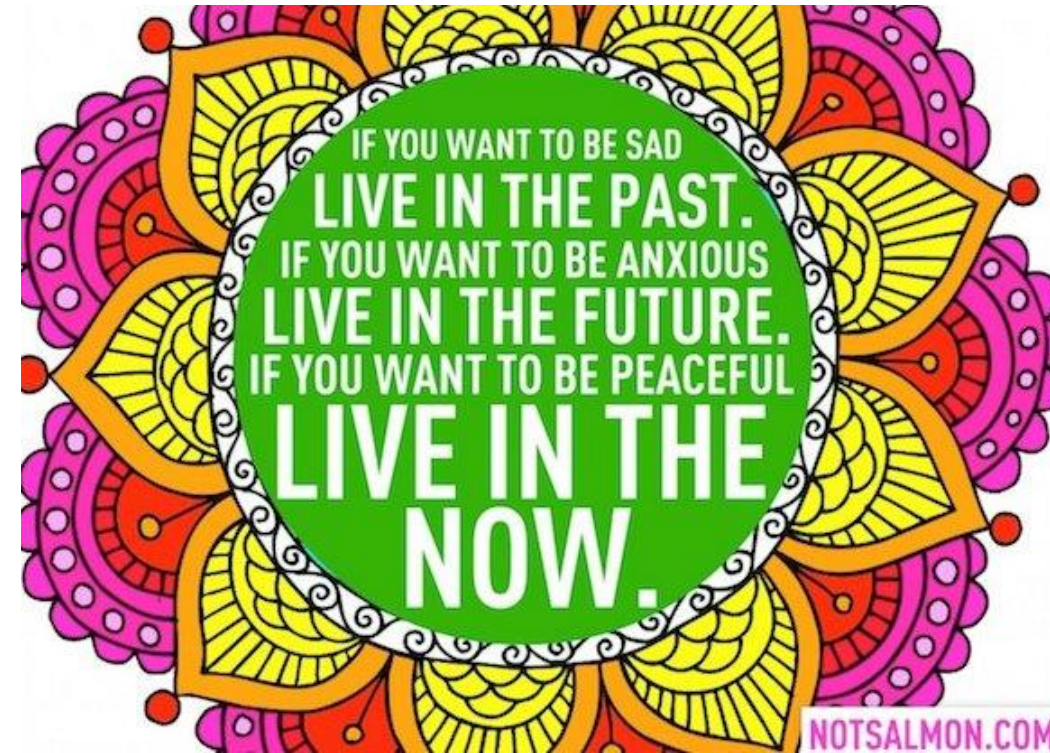




# ADJUST YOUR MINDSET: + ATTITUDE



-  5 Riders of the Apocalypse
-  Auto-celeration
-  Hybridge
-  AMF YOYO
-  Higher ed, lower bar



<https://www.tfoco.com/en/insights/webinars/policy-expert-bruce-mehlman-highlights-seven-u-s-trends-to-investors>

# ADJUST YOUR MINDSET: + ATTITUDE



 2/3 stay remote

 Covid co\$tly

 Reset button



ComputerHope.com

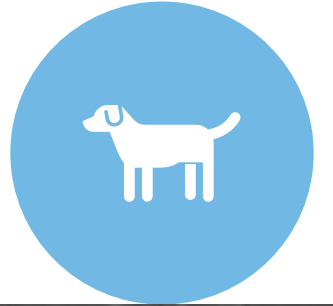
"Now, here, you see, it takes all the running you can do just to keep in the same place. If you want to get somewhere else, you must run at least twice as fast!"









- Red Queen from *Through the Looking Glass*





# ADJUST YOUR MINDSET: + ATTITUDE







-  Test edges
-  Health > wealth
-  Exponential x-generation
-  Fluen-see 
-  Trust or bust
-  RoBuddyx
-  Ideas > idealogues

If you don't like something,  
change it.  
If you can't change it,  
change your attitude.  
Maya Angelou

# ADJUST YOUR MINDSET: + ATTITUDE



-  Rolling the DICE
-  En-Viral-mentalism
-  Techno-Psychology
-  Algorithms & Blues



# ADJUST YOUR MINDSET: + ATTITUDE



Bug → feature; baby steps



Ask & awe



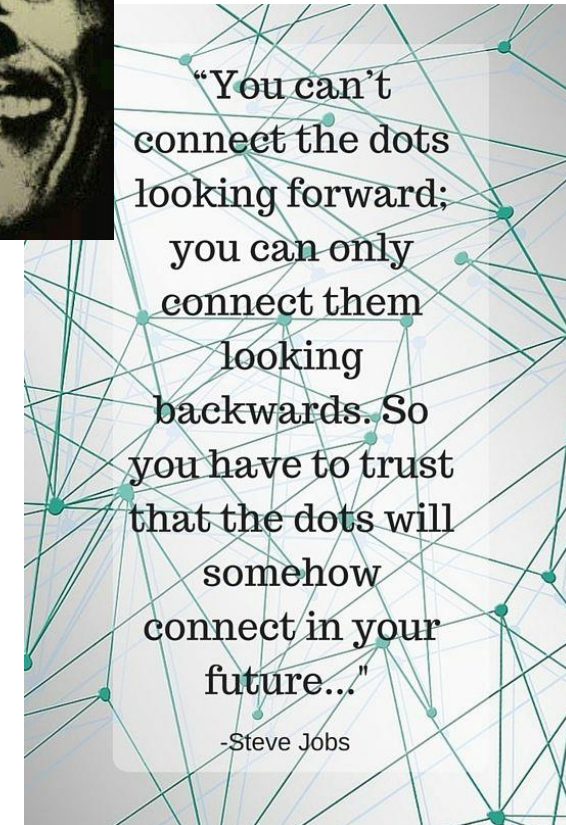
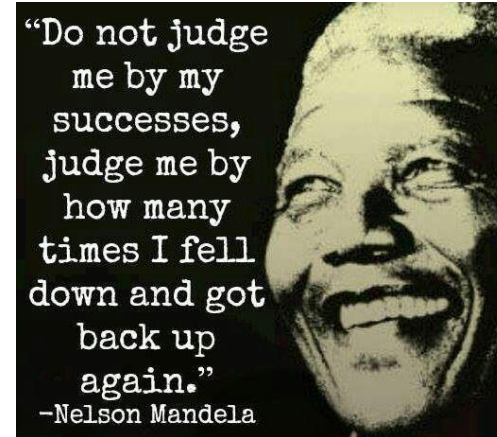
Inside out; outside in







Volume ↓ Volition ↑



Fail, to Learn, vs. ...








# NEW PATH: CLARIFY GOALS, ASSESS STRENGTHS, MANAGE TIME

-  Non-linear progress (zigzag path)
-  Contribute today to optimize tomorrow
-  Hands-on practice, lifelong learning
-  1% better each day (cut your losses)



# CLARIFY & COMMUNICATE BRAND / CAREER STORY



-  Online you > isolated you
-  Autonomy vs. security
-  Tell < Do < Flex < Share < Lead
-  Change vs. irrelevance
-  Transfer-ability (skills) = transformation





# WORK CONTACTS F2F/VIRTUALLY



Know Like Trust



People > Alexa/Siri/Hey-Google







"How can I help?"

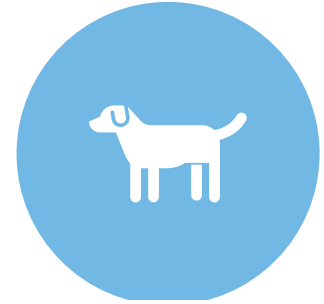


SPEC: specific, proactive, enthusiastic, consistent



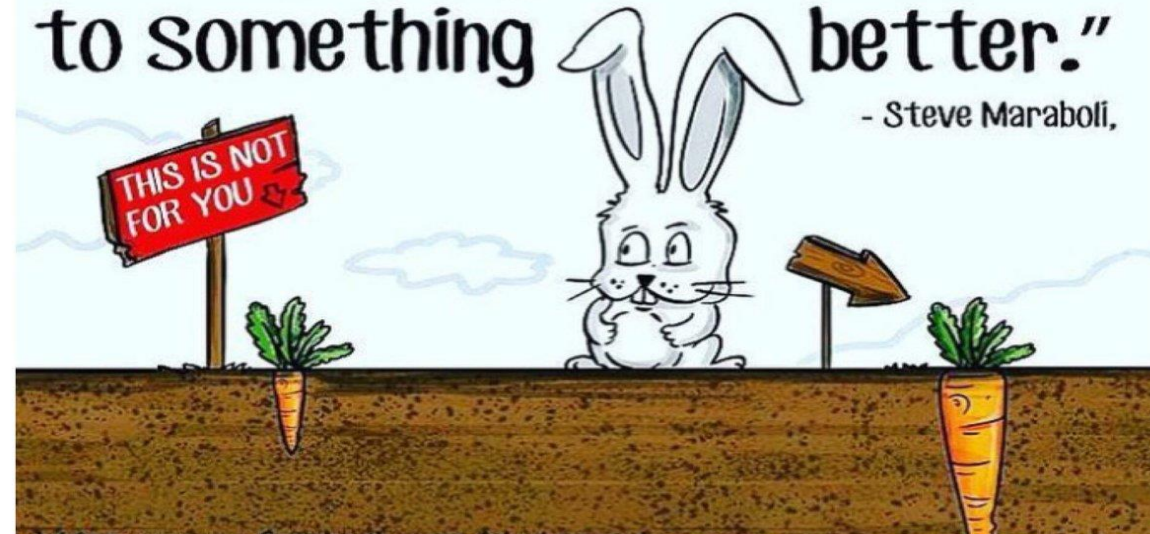
# ACE VIRTUAL JOB HUNTING

-  Back to School
-  Precision Bombing
-  Go Deeper than Google / Wikipedia
-  See from Insider's Eyes







**"Every time I thought I was being rejected from something good, I was actually being re-directed to something better."**

- Steve Maraboli,



# TRANSFORM ANY JOB INTO AN OPPORTUNITY



-  Get What You Can While You Can
-  Block Time, Open Energy
-  PIE
-  Rethink Physicality





If opportunity  
doesn't  
knock, build a  
door.

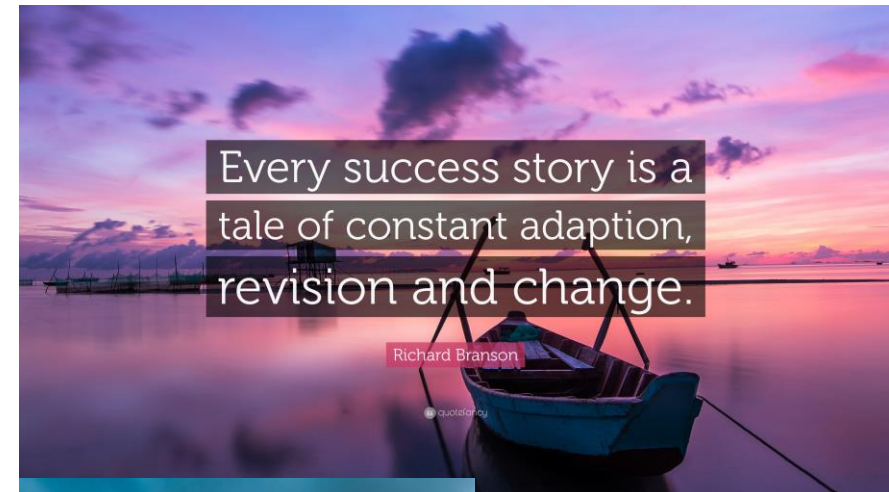
- Milton Berle



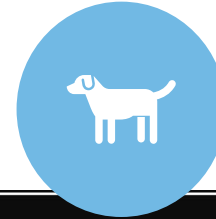
# MOVE ON + UP: CONNECT WITH RE-CALCULATORS







-  If You Were Me ...
-  In It to Win It
-  Unlock Generational Treasure
-  Mine Unpredictability



# MOVE ON + UP: CONNECT WITH RE-CALCULATORS



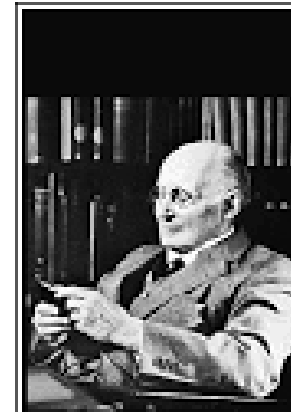
-  OK to Change Your Mind!
-  Pandemic *Accelerated* Trends
-  Necessity = Invention Mommy?
-  Never Alone on the Road



I don't think necessity is the mother of invention. Invention, in my opinion, arises directly from idleness, possibly also from laziness - to save oneself trouble.

— Agatha Christie —

AZ QUOTES



Necessity is the mother of invention is a silly proverb. Necessity is the mother of futile dodges is much closer to the truth. The basis of growth of modern invention is science, and science is almost wholly the outgrowth of pleasurable intellectual curiosity.

(Alfred North Whitehead)





ixquotes.com





## **BLAZE YOUR OWN TRAIL:**

# **C**HANGE MANAGEMENT AS A CORE COMPETENCY

-  Overload & Overlords (devices)
-  WITH me > TO me
-  Rationality + Emotion
-  If You're Not the Tip, You're the Target

*Courage to Lead (Four Loop Learning), Bob Cancalosi;  
[www.fourlooplearning.com/products/](http://www.fourlooplearning.com/products/)*

## CHANGE MANAGEMENT

TURNING GREAT STRATEGY INTO GREAT PERFORMANCE  
MICHAEL C MANKINS & RICHARD STEELE

5.2% POORLY COMMUNICATED STRATEGY

4.5% ACTIONS REQUIRED TO EXECUTE  
ARE NOT CLEAR

4.1% UNCLEAR ACCOUNTABILITIES  
FOR EXECUTION

3.7% ORGANIZATIONAL SILOS AND  
CULTURE IS BLOCKING EXECUTION

3.0% INADEQUATE PERFORMANCE  
MONITORING



# **BLAZE YOUR OWN TRAIL:** **C**HANGE MANAGEMENT AS A CORE COMPETENCY



RRAS



Force Multiplier



Catalyze

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[www.fourlooplearning.com/products/](http://www.fourlooplearning.com/products/)*

## CHANGE MANAGEMENT

LEADING CHANGE: ERRORS OF WHY TRANSFORMATION  
EFFORTS FAIL – JOHN KOTTER OF HBR

NOT ESTABLISHING A GREAT ENOUGH  
SENSE OF URGENCY

NOT CREATING A POWERFUL ENOUGH  
GUIDING COALITION

LACKING A VISION

UNDER COMMUNICATING THE VISION  
BY A FACTOR OF TEN

NOT REMOVING OBSTACLES TO THE  
NEW VISION

## ELEMENTS OF INSPIRATION

$$\text{INSPIRATION} = f(P^4 + C + V + H)^B$$

WHERE

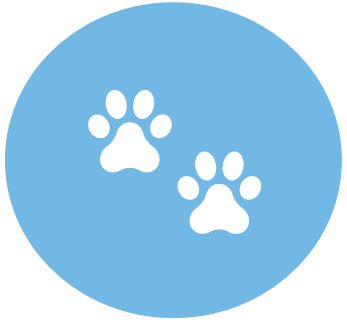
$P^4$  = PEOPLE & PASSION > PROFITS & PROCESS

$C$  = CARE ABOUT YOUR PEOPLE – LOVE 'EM UP!

$V$  = VALUE GOOD & BAD NEWS WITH THE  
SAME INTENSITY

$H$  = HAVE THEIR BACKS – ESPECIALLY  
WITH FAILURE

$B$  = BE CONSISTENT



## ***BLAZE YOUR OWN TRAIL:*** **OVERCOME MENTAL CHATTER**



Run, Read, Realize

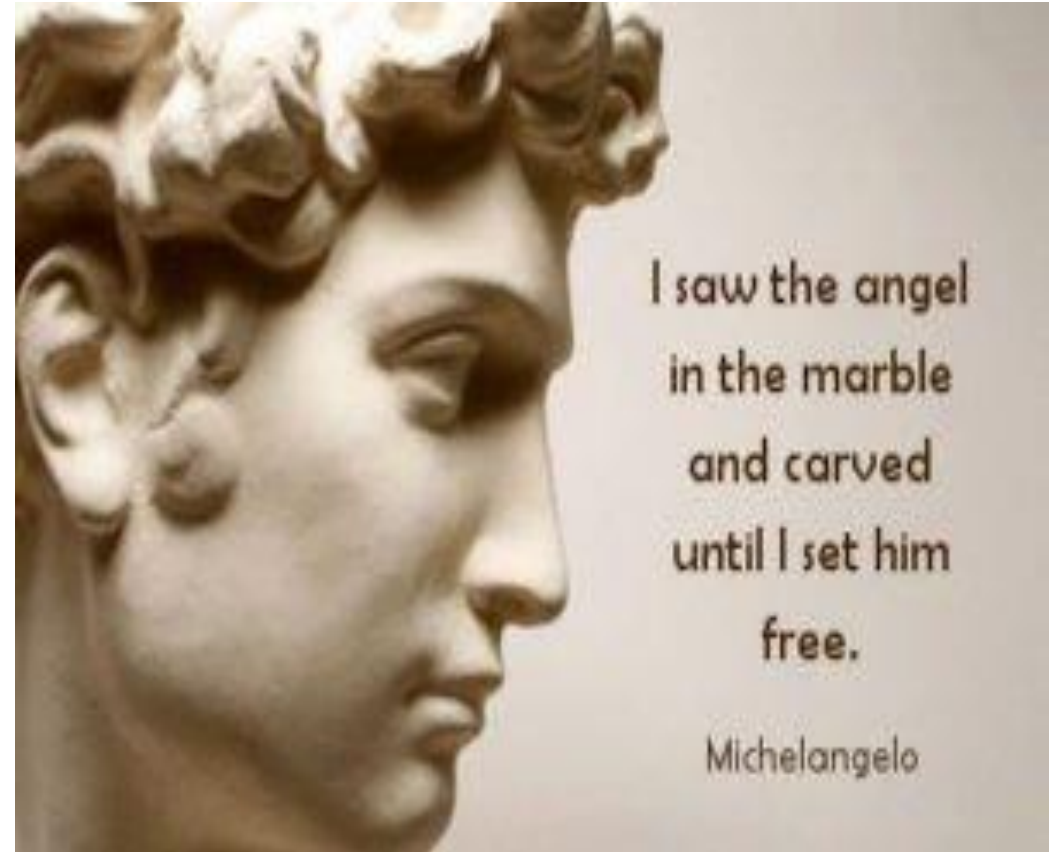


Carve the Marble



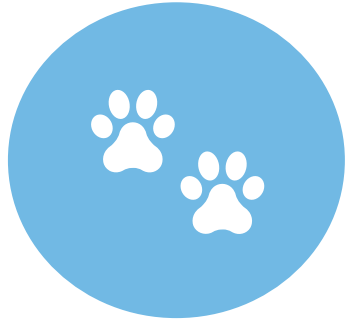
Goodbye GUILT, Hello HOPE

*Courage to Lead (Four Loop Learning), Bob Cancalosi;*  
[www.fourlooplearning.com/products/](http://www.fourlooplearning.com/products/)







I saw the angel  
in the marble  
and carved  
until I set him  
free.

Michelangelo



## BLAZE YOUR OWN TRAIL: **U**SE INFLUENCE **(C)**HOICE

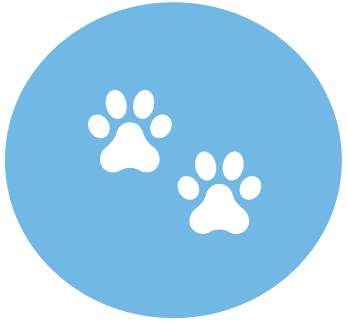
-  Name a Greatness
-  Share in the Sandbox
-  Bad Mood < Horizon
-  Build Before the Need

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[www.fourlooplearning.com/products/](http://www.fourlooplearning.com/products/)*

## JOURNAL REFLECTIONS

### THE NEGATIVE IMPACT OF A **BAD MOOD**

- B** BLIND TO THE MOOD YOU ARE PORTRAYING ON OTHERS
- A** APPEARS THAT EVERYONE KNOWS YOU ARE IN A BAD MOOD EXCEPT YOU
- D** DESTROYING THE ESPIRIT DE CORPS OF THE TEAM
- M** MAKING THE TEAM FEEL UNDERAPPRECIATED
- O** OBLIVIOUS TO THE PERSPECTIVES OF OTHERS
- O** OMINOUS IN HOW YOU ARE COMING ACROSS
- D** DAMAGES THE PROGRESS AND MOMENTUM ON YOUR TEAM



## **BLAZE YOUR OWN TRAIL:** **RELENTLESSLY CONNECT TO PEOPLE'S HEARTS** ♥



Head, Heart, Hands, Hunch



Vacate VUCA

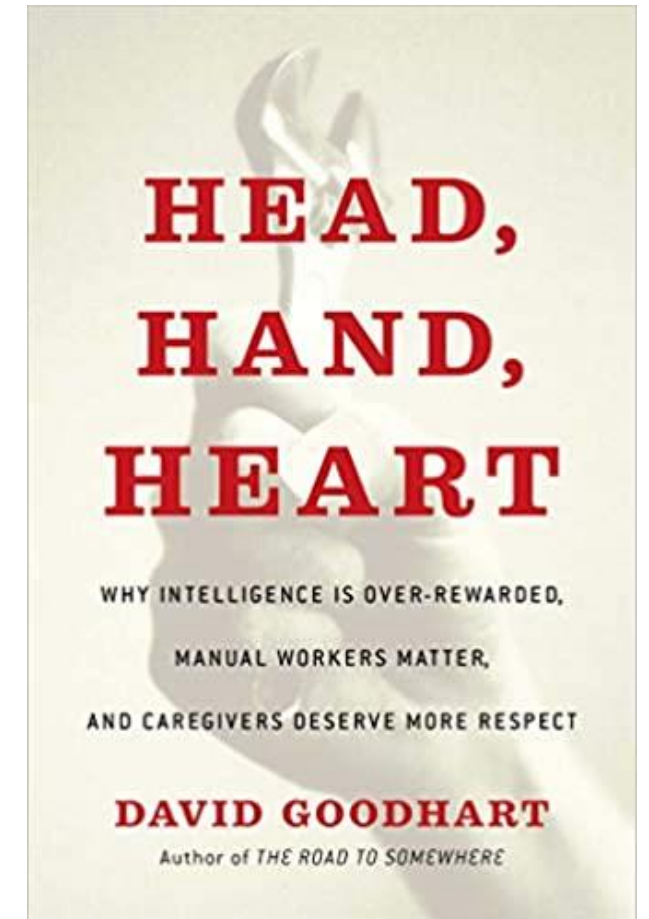


From You vs. For You



Find Gift, Develop Gift, Give Gift

*Courage to Lead (Four Loop Learning), Bob Cancalosi;*  
[www.fourlooplearning.com/products/](http://www.fourlooplearning.com/products/)







## **BLAZE YOUR OWN TRAIL:** **ALWAYS LOOK TO IMPROVE** **(CONTINUE)**



Discover (multi-sensory)



Observe-Learn-Unlearn-Relearn-Commit



Re-rail or Derail

## JOURNAL REFLECTIONS

THE 12 WAYS LEADERS **LOSE** IT:

**L**

LOST TOUCH  
LIMITED VIEW OF REALITY  
LEAD WITH COMPLACENCY

**O**

OVERUSED STRENGTH  
OMIT PSYCHOLOGICAL SAFETY  
ONLY VALUE "YES" PEOPLE

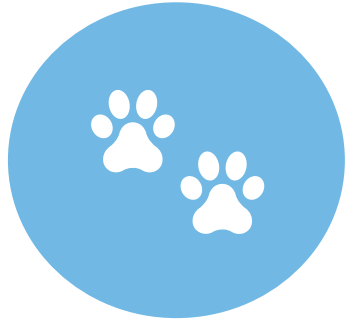
**S**

STOPPED LISTENING  
SELFISH VS SERVANT  
STOPPED DEVELOPING FUTURE LEADERS





**E**

EGO OUT OF CONTROL  
EXERCISES BAD SAY/DO RATIO  
EXECUTIVE PRESENCE IS NO LONGER  
ROLE MODELING THE RIGHT BEHAVIORS

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## **BLAZE YOUR OWN TRAIL:** **GET REALLY GOOD AT IMPLEMENTATION** **(CONSTRUCT)**





-  Re-comfortable
-  Teach Others by Doing
-  Space Out vs. Space It Out
-  Practice HAVE to be Whole

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[www.fourlooplearning.com/products/](http://www.fourlooplearning.com/products/)*

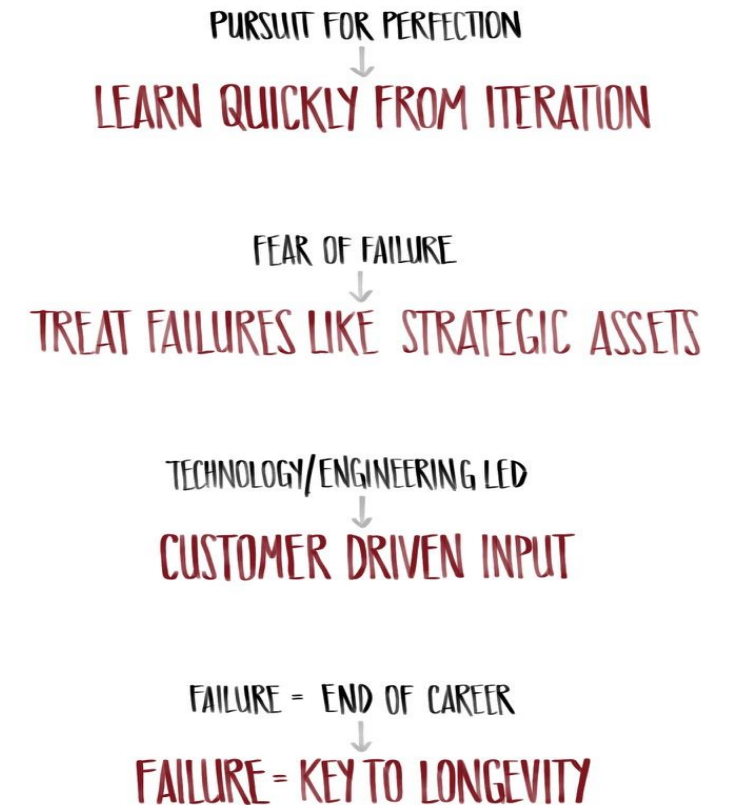




## **BLAZE YOUR OWN TRAIL:** **ENCOURAGE ITERATION, NOT PERFECTION** **(CONCEIVE)**

-  Dare greatly
-  Vulnerability (muscle development)
-  Trial & error headset
-  Ants, spiders, or bees?

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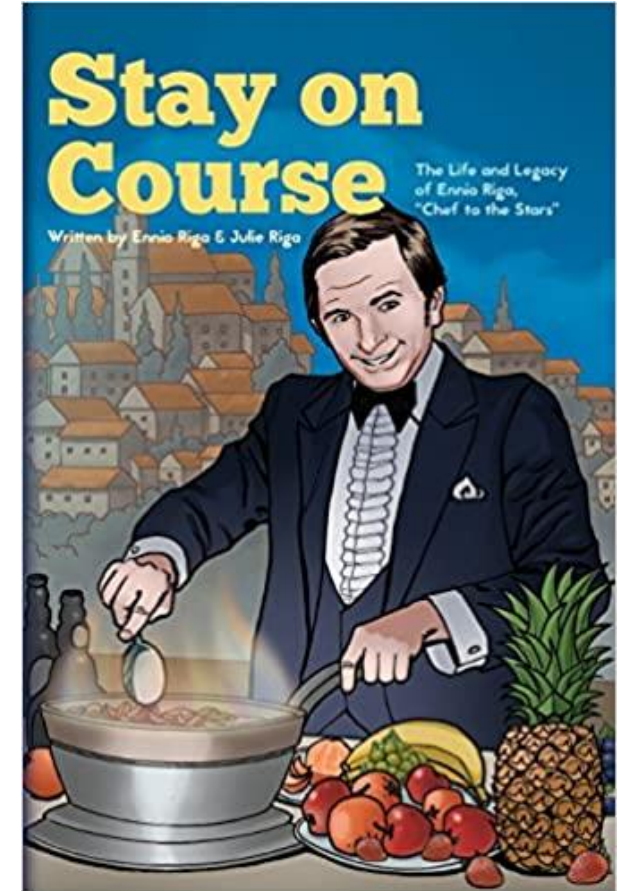
## STAY IN THE GAME



KNOW & FOCUS ON YOUR MISSION & VALUES



VIRTUALIZE COMMUNICATIONS STRATEGY





## KNOW & FOCUS ON YOUR MISSION & VALUES

- 2 Ways to Fail
- FAIL & FEAR
- "Flow" Your Inner Chadwick
- Mike Tyson "Plan" vs. Brené Brown Re-Beginners

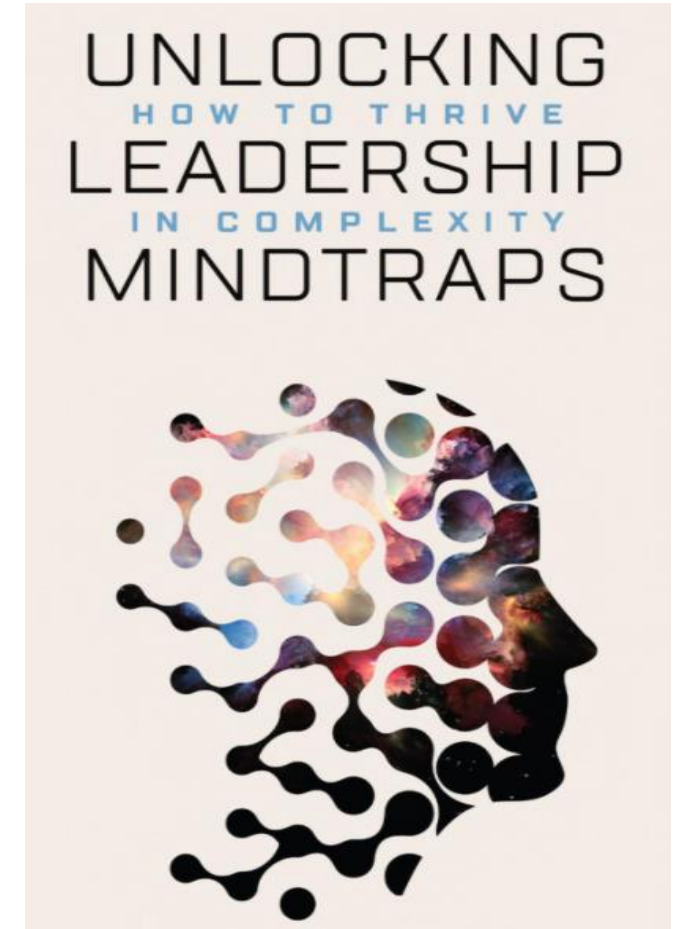
"I have not failed 10,000 times. I have not failed once. I have succeeded in proving that those 10,000 ways will not work. When I have eliminated the ways that will not work, I will find the way that *will* work."  
[Edison]





## KNOW & FOCUS ON YOUR MISSION & VALUES

- Ego: shackled to u-now, can't reach next-u
- Listen to learn vs. win or fix
- Learn how to harness conflict vs. push away
- Let go of control, create rt. *conditions*
- Scarcity = mother of creativity
- Stop defending past, so future can grow





## KNOW & FOCUS ON YOUR MISSION & VALUES

- BHAG: meet 'em where they live
- They have to own it
- Longest out, shortest back
- Bold never gets old





## KNOW & FOCUS ON YOUR MISSION & VALUES

- E-prize Mindset
- Make hay, not silos
- Grow XFRs
- Align + “point back”





# KNOW & FOCUS ON YOUR MISSION & VALUES



Cynefin



Best



Good



Emergent



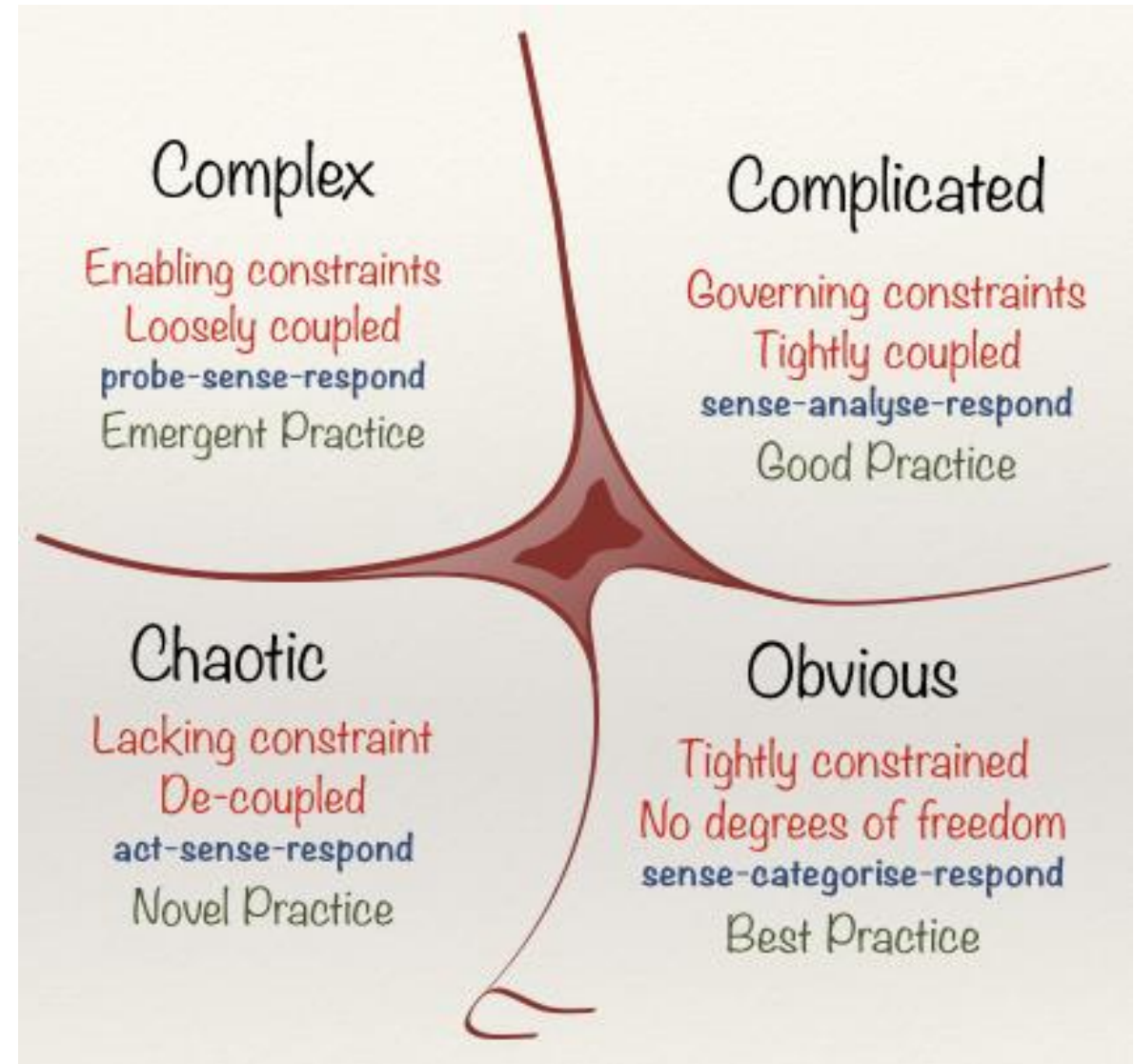
Novel



Divide & conquer



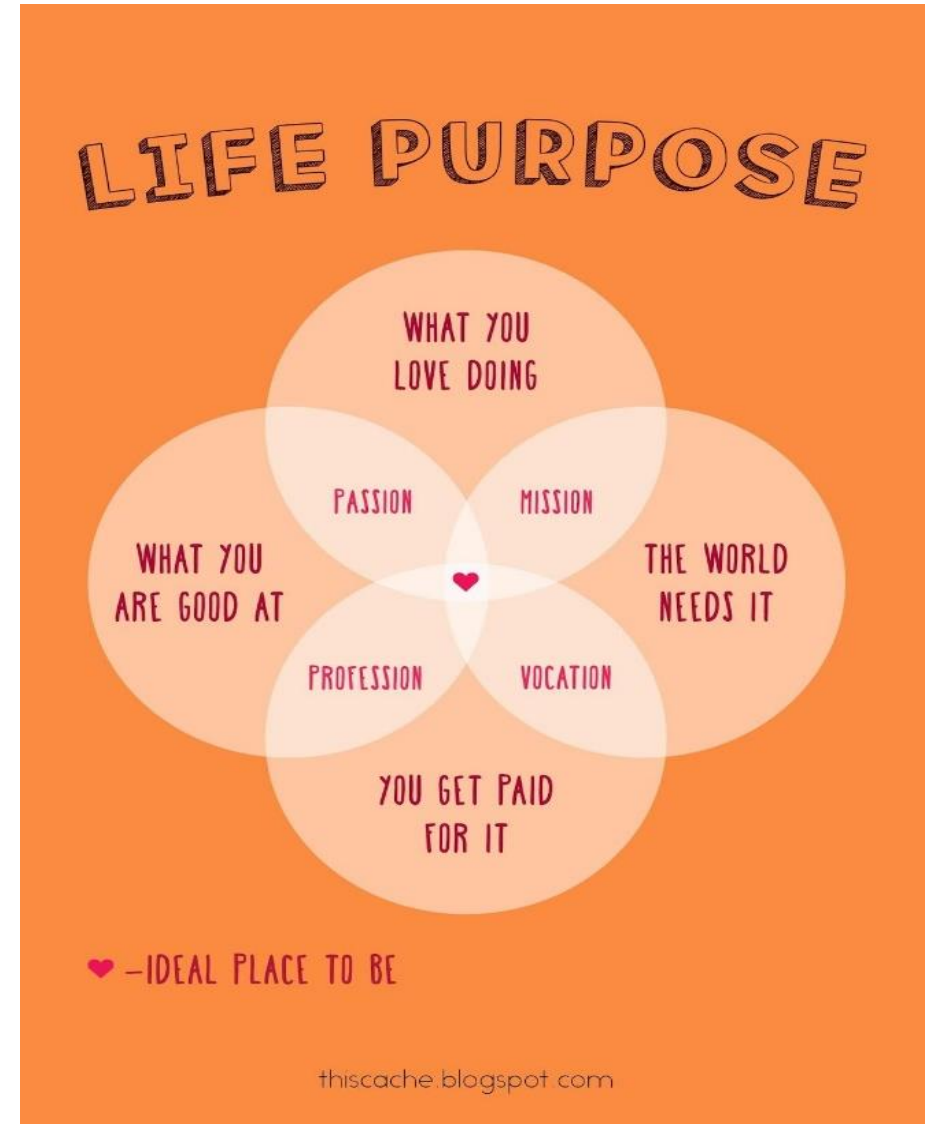
Decide & involve





# KNOW & FOCUS ON YOUR MISSION & VALUES







- Purpose
- Meaning
- Values
- Resonance
- Breakdown / up → ***your*** lucky break
- Curiosity → conviction
- Mindset in motion
- Burden → bounty







# HOW DO YOU PROMOTE VIRTUAL TEAM COHESIVENESS?

-  Recognize in a *group*
-  Bowtie
-  1 vivid image to stir curiosity
-  Converse
-  I, me, you
-  Do w/ me (*workshopping*)

## COMMUNICATION STRATEGIES FOR A VIRTUAL AGE

**coursera**

 UNIVERSITY OF  
TORONTO



**Ivan Wanis Ruiz**

Information is giving out  
COMMUNICATION is getting through



Ivan Wanis Ruiz, Coursera/University of Toronto;  
<https://www.coursera.org/learn/communication-strategies-virtual-age>



# HOW DO YOU CONTINUE VIRTUAL HALLWAY CONVOS?

- Group chooses method / channel
- Timeline & accountability
- Do something random w/ it



Ivan Wanis Ruiz, Coursera/University of Toronto;  
<https://www.coursera.org/learn/communication-strategies-virtual-age>



# HOW DO YOU ADDRESS SENSITIVE ISSUES VIRTUALLY?



**A**ddress



**A**dmit



**A**ssess



**A**sk

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# QUESTIONS: **A**CKNOWLEDGE, **B**ELIEVE, **C**ONFIRM, **D**ETERMINE



Rephrase / Restate



Respond



Relate

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## PERSONALITIES



Hostile



Uninformed



Indifferent



Supportive

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# MOTIVATION



**A**chievement



**B**elonging



**C**ontrol



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## LESS IS MORE ... APPEAL TO OTHERS' HUMANITY

- 5%
- Ditch details, formality, 3P
- Principles > positions
- Close? → Open? → Strat.?
- Yours, not mine



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<https://www.coursera.org/learn/communication-strategies-virtual-age>



# RECONCEIVE REALITIES IN VIRTUAL TERMS

- Area 47 (Nutty Brain)
- GOS → Know-Phrase
- PSE & **Lazy Rule**
- Bellybutton Rule**
- Purposeful Pauses

**COMMUNICATION STRATEGIES FOR A VIRTUAL AGE**

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UNIVERSITY OF TORONTO

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## DOGGED RESOLVE



**LISTEN** TO YOUR  
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**BLAZE** YOUR OWN  
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**STAY** IN THE  
GAME.

**THANK YOU FOR ATTENDING!**

