



WALK YOUR TALK

TAKE OWNERSHIP AND LEAD LIKE YOU MEAN IT

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200 pages

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Takeaways:

Focus:

Leadership and Management

Strategies

People Management

Human Resources

Leadership Development

Team Management

Navigating Change

Career and Self Development

Small Business

Network Marketing

Team Synergy

- Leadership is emotional intelligence + integrity + communication skills + people. Leadership is a learnable skill.
- There are 6 main leadership styles. All of them are useful and healthy when used in the right circumstances. Great leaders know when to adjust their style to fit the circumstances.
- Ownership is a critical quality of a strong leader. The results you see in your team are a result of the actions or inactions you have taken.
- As a leader, you must understand yourself. Self analysis exercises and worksheets will assist you in understanding your core characteristics, leadership style and needs.
- The more a leader understands their team members the easier it becomes to generate results. Learn to identify the pace, basic needs, and behavior patterns in your team members.
- Rapport takes time to build, but can be broken in an instant. Learn what to do and what not to do to foster a team culture of respect and trust.
- Learn to influence without manipulation.
- How to have tough talks and critical conversations.
- Specific scripts and templates for disciplining, redirecting, firing, and conflict resolution.
- How to lead a team through conflict and change while minimizing chaos.

What others are saying

"Working with Amy has radically changed the way I run my business and deal with people. One of the most challenging parts of my business is dealing with the drastically different personality styles of team members, and Amy has given me practical, actionable tools for working with them all. I feel confident and equipped to handle whatever is thrown my way now."

Jill Winger

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Relevance

As our society grows ever more individualistic and entitled, great leaders are harder to come by. Corporations, small businesses, entrepreneurs and network marketers need strong leaders to thrive. At the core of leading people is understanding them. Walk Your Talk: Take Ownership and Lead Like You Mean It will teach any aspiring leader these 4 crucial skills:

1. What it takes to be a great leader. A great leader is not just a great technician. They are not just a great manager or trainer. A great leader has strong people skills, strong emotional intelligence, strong integrity, and the ability to lead in a way that others want to follow. Walk Your Talk will teach you how to break those traits down into a learnable model. Great leadership skills are developed with time and practice.
2. Ownership: You are the commonality in all of your leadership challenges. You must understand yourself, your needs, and tendencies in order to effectively interact with others. Walk Your Talk encourages leaders at any level to take ownership of the results they have created in the past in order to create a better dynamic for the future.
3. How to break down the behavior of your team members. People are the most challenging part of leadership. They are unpredictable. No two people are exactly the same. This is not another personality quadrant model that attempts to put people into one of 4 types. People are more complex than that. This book will teach you how to analyze and break down behavior, how to identify basic needs and core characteristics, and what your team members need from you as their leader.
4. How to have the tough talks. Even the best leader and the best systems can be challenged during hard conversations. Walk Your Talk includes templates and scripts for how to have the challenging conversations. Using these scripts will take the heated emotion out of your challenging conversations to create simple and clear resolutions.

Leadership is a learnable skill. Increasing personal leadership skills will enable readers to increase job satisfaction, earning potential and opportunities for growth.

Summary

"Most people do not achieve high levels of success because they want it to come easily and naturally. They desire the people around them to change. If you find yourself or others complaining about the people above you or the people below you, this is an indicator that you want others to change in order for you to be a more successful leader. Another comment I hear from business owners is that they want to "be themselves" and that the strategies I teach seem disingenuous. I call that laziness. The idea that "who I am now is all I can become" robs me of growth. People are meant to grow and evolve. Implementing new leadership and people management strategies will put you outside of your comfort zone. It will not feel "like you" at first because you are changing habits and behaviors. Increasing your people skills will correlate to increasing your income, your effectiveness, and your enjoyment in your career."

Chapter 1 What is Leadership?- Leadership is Emotional Intelligence + Integrity + Communication Skills + People. Emotional Intelligence is the ability to perceive, understand, manage and reason with emotions. It is a learnable skill. Integrity is never the same for two people. The goal is not to fulfil everyone's definition of integrity, but to be clear on yours so that people know what to expect. Communication skills can be tricky! In the book, we will cover templates and scripts for how to have the hard conversations. People are the wild card! You cannot predict their behavior. For this reason, a leader will always be on their toes!

Leaders need to be committed to increasing their skillset in order to improve results.

Chapter 2 Back to School-There are 6 necessary leadership styles. We each have a style that feels natural to us. Great leaders are able to draw from each of these styles when the situation calls for it. Amy pulls from common high school roles to create easy to remember characters

- The Cheerleader is great at positive encouragement. Strength: The cheerleader can pull their team through temporary hard times by encouragement and positive attitude. Weakness: Can be annoyingly positive and slow to create new systems and problem solve.
- The Quarterback is great at being in the mix and setting other team members up for success. They like to be in the action. Strength: Their skill level is high and they can keep the results moving and flowing. Weakness: If the leader stays in this role for too long, they will limit the company growth.

Summary by Chapter Continued

“If you are a natural born quarterback, your strength is your willingness to work hard. You are not above any task that needs to be done in your business. You probably enjoy the ground level work. Those are all great qualities that will make you a strong leader and make you relatable to your team. When you feel the urge to jump into an area someone else is responsible for, try to redirect and shift into coach and teacher mode. Work side by side with someone on your team to teach them how to complete the task. Make the win about the team member. And set him or her up for the post-game fame.”

“If you are going to step into the ranks of being a powerful leader, you will have to eliminate blame from your life. If you blame someone or something else, you give away the power to change. Instead take ownership.”

“Isn't it interesting that one of the most common reasons we hold ourselves back from going after what we want is the fear of failure, but we almost never publically admit something was a failure. While we are publically professing “opportunities to regroup,” we are beating ourselves up on the inside for “being” a failure. On the outside, we won't even admit we had a failure. In our internal world, we struggle to separate a failed attempt from who we are.”

“It is all your fault! Ouch! Stinks, doesn't it? I wanted to get that out of the way first. It may not ALL be your fault. But it is all your responsibility and your actions or inactions have created your current results.

Whatever challenges you have in your life today are a result of thoughts you focused on, decisions you made, ideas you didn't run with, inspiration you didn't act on, fears you let derail you, and actions you didn't take. Accepting this is taking ownership, and when we take ownership, we also take the reins and the ability to create change.”

- The Coach is a ground floor leader. They scout talent, move people around, and create the best lineup to succeed on each project. Strength: Very aware of what is going on in the business. Very connected to the team. Weakness: Struggles to move up in leadership because they are uncomfortable with not knowing everyone. Can be impatient with teaching and training. The coach prefers to work with the already talented.
- The Teacher loves to train, educate and develop. They find joy in assisting others to succeed. Strength: Teachers make great trainers. They love to help develop new employees. Weakness: Sometimes struggle to fire problem team members because it feels like a personal failure.
- The Counselor loves to reform and fix what isn't working. Strength: They create deep connections with their team members and are the best at helping the team pull through challenging and chaotic times. Weakness: They struggle to discipline and fire because they are worried about how the other person will feel.
- The Principle Leads the leaders. They will monitor the policies, budgets and makes decisions based on what will move the company forward. Strength: Willing to be unpopular in order to make the right decisions. Weakness: Can be disconnected from the ground levels in the company.

Chapter 3 Your Lease Has Expired- Ownership is a crucial component of leadership. The results you are experiencing in your team are a direct results of the actions or inactions you took in the past. Rather than experience frustration of your team being unwilling to change, take ownership!

If you analyze all of the leadership challenges in your business, YOU are the commonality. It may not be all your fault, but you are the only one who can really change the situations. Taking ownership is the key to becoming a stronger leader.

Chapter 4 Stop! Mirror Time- Before attempting to lead others, it is crucial to understand yourself. You must be aware of your basic needs, core characteristics, strengths and weaknesses.

Chapter 5 Handcuffed to Yesterday- As much as we want to forget our past, it has shaped who we are and how we lead today. Many leaders carry their past failures and pains into their new team dynamic and as a result can be overly cautious, defensive, guarded, or lenient. The book teaches specific emotional clean up tools for addressing the past and creating a new dynamic for the future.

1. I forgive You: An exercise that promotes releasing blame towards others.
2. I forgive Me: an exercise that promotes forgiveness of past personal mistakes.
3. I'm Feeling It: An exercise that creates awareness for past emotional burdens you are holding on to.
4. I'm done with it: Releasing Statements that shift your thinking.

Taking ownership of your past experiences will give you control over your future. You have control over your thoughts, emotions, actions and attitude. You do not have control over anything else. Fortunately, taking control over those 4 things is enough to create success and to be a strong leader.

Learn to analyze and solve challenges through these 5 simple questions. What is the core problem in this situation? Where does this behavior show up in your life? How does this challenge make you feel? What belief does this trigger in you? Who do you need to forgive that is connected to this belief? What new belief do I need to create?

Summary by Chapter Continued

“The seeds of greatness were planted in you before you even entered the human race. You have what it takes. Every quality you need to be a great leader is already inside of you. It will need to be developed and refined, but it is there! Any skill you need can be learned. Loving yourself is the fastest way to become the person you have always wanted to be. “

“Your core stays the same and that is crucial. If everything about you changes with every person you are interacting with, you come across as disingenuous and untrustworthy. If you adjust the interactions with people, while maintaining a strong core, you will come across as relatable and approachable.”

“In dealing with strengths and weaknesses, I would also like to suggest that you find what you look for. If you look for fault and weakness in each person you meet, you are sure to find it. You will never be disappointed because there is an endless amount of weakness in the human race. “

“**Being Heard:** People with a high need for being heard don’t just **want** to be listened to, they **need** to be listened to. Depending on how high their need for authority is, they may or may not expect you to do what they say, but they always want to know that you hear them. When they send you ideas or thoughts and you do not respond, they feel disrespected. If you are having a conversation with them and you are also texting or typing, they feel disrespected. They like focused conversations, but do not always need the same depth in the conversation as those with emotional connection needs. They need a forum to express their ideas. They like to be asked what they think. They like being on project boards and planning boards. “

Chapter 6 Your New Norm- Once you have released the past, your next step is to create a new dynamic of positive thoughts and beliefs. Strong leaders focus on strong mindsets.

Mindset tools:

1. In my head: a tool for developing positive self talk.
2. Vision/Visualization: a tool for creating the vision of your where you want to go.
3. Who I want to Be: a tool for reminding you of your strengths.
4. Releasing/Embracing Statements: a tool to assist you in shifting your stress level
5. Power Statements: a tool to shift you out of old thought patterns.
6. Self Nurture: a tool to avoid burnout

Chapter 7 Leadership is People- Successful leaders adjust to meet the needs of the team members they are working with. You want a culture based on consistent rules and expectations, but varied interactions. Leaders should be aware of and adjust their volume, body language, speed of conversation, language, personal space, gestures, how they give and receive praise, and their energy level to create a feeling of safety and connection in their team members.

Chapter 8 The Seeds are in the Core– It’s time to start identifying core characteristics in others. Core characteristics are a part of our makeup. They cannot be changed, only harnessed and guided. When a team member’s behavior needs to be corrected, and it correlates to a core characteristic, it must be done with great care. There are many clues to watch for in trying to identify core characteristics. You will learn the right questions to ask and the body language signs to watch for to help you understand your team members quickly.

Chapter 9 Basic Instincts– Members of the human race have needs beyond food water and shelter. We all have emotional needs that, when met, allow us to be successful. The three families of needs are connection, control, and consistency.

| Connection: | Control: | Consistency |
|------------------------|------------------------|------------------------|
| • Love | • Love | • Love |
| • Relationships | • Impact | • Logic |
| • Physical connection | • Authority | • Stability |
| • Emotional connection | • Being heard | • Order |
| • Resemblance | • Importance | • Rules and Benchmarks |
| • Acceptance | • Autonomy | |
| | • Challenge and Change | |

This is not an all inclusive list of basic needs, but it is a very useful list of common needs you will see in your business interactions.

Summary by Chapter Continued

“As a leader you often get to hear people talk about their dreams and goals. You also get to help them map out their plan to get there. You do your best to inspire, educate, and push them into action. But sometimes they just don’t move. So you inspire, educate and push them into action again. They talk big. They tell you what they want. They know their “why.” You see their potential. The path seems so simple. They are fired up and determined, and then again they do nothing. This cycle repeats, and at some point, you get frustrated. They also end up feeling frustrated and like a failure...Shifting behavior patterns will take time, effort and strategy, but it can be done!”

“Your team may not have the same level of experience you have, but you should always talk to them with the same level of respect. I was speaking at an awesome event a few weeks ago and it was full of speakers, trainers and authors. Some were newbies, some were established, and a couple of them were rated among the top speakers in the world. One of my favorite parts of the event was seeing how all of these speakers treated each other. Everyone sat down together to brainstorm and share ideas. There was no demeaning. There was no putting someone down to make themselves look better. There was just open sharing and support. A leader who is secure in herself sees clearly their strengths, weaknesses, blessings, and luck. There is no need to demean others. “

“You will mess up. It’s inevitable. What you do when you mess up separates the good from the great. Good leaders try to go a long time in between mistakes, and when they make mistakes, try to fix them as quickly as possible so that few people see them. Great leaders are not afraid to make mistakes. They know it is part of the growth process. They are quick to accept accountability for their mistakes and they are quick to apologize to the team.”

Chapter 10 Shift Happens. Have you ever tried to lead someone who doesn’t want to do anything different? They are stuck in their patterns and no matter how much you cheer them on, you get the same actions (or lack of actions) from them? Learn the 5 steps it takes to get your team members out of their rut.

1. Strengthen their vision in what they want and the passion for the destination.
2. Locate the discomfort in their current situation.
3. Increase commitment to reaching the goal.
4. Educate with the skills they need to succeed.
5. Pick them up and throw them back in the game!

Chapter 11 Getting to the Root. As a leader you will have many opportunities to address behavior problems on your team. The challenge is that the behavior problem is just a symptom of the root causes. Behavior is fueled by Emotional Voids (not having basic needs met), Emotional Excess (being too full of negative emotions) and Core Characteristics. When you address the root cause, the behavior corrections last longer, are more effective and often improve performance in other areas.

Chapter 12 Horrorship. When leadership is good, it’s great. And when it goes bad, it can happen fast! It takes weeks and months to build rapport, but it can be broken in an instant! This chapter includes “What not to do” in leadership.

- Be self focused
- Asking others to pay a price you are unwilling to pay
- Gossip
- Inconsistency
- Public Reprimands
- Demeaning or talking down

Chapter 13 Talk To me. Building trust and rapport takes time and this chapter is full of strategies to strengthen relationships. Whether you are trying to build relationships with new team members or strengthen and repair relationships with existing ones, you’ll find helpful strategies.

- Care more about the person than the position
- Be honest
- Be authentic
- Give feedback and recognition
- Share the credit
- Apologize and take ownership
- Accessibility

Summary by Chapter Continued

“When you cross the line into manipulation, you will feel it. The person on the other end of the conversation does not feel it immediately. But they do feel it later. No one likes to feel manipulated or taken advantage of. When they realize later, they will feel hurt, abused, taken advantage of, resentful, and angry. Those are not emotions you want to be a part of your leadership experience. If you are a skilled manipulator, your goal is to dupe someone long enough to get what you wanted, and you have a replacement available before they become aware and the negative emotions cause you any backlash. There have been many people in history who have created results and success this way. It comes with a high price. The price is your integrity, and that is not a price I am willing to pay.”

“In the sixth step of the Warm Up Process, you are going to connect with the other person. This is when you will set the intentions for the conversation. If you blind-side the other person with this conversation, they will feel attacked. And if you give them too much time, they will go crazy thinking about what might happen in the conversation. You don’t want to give them too much information or they will probably get angry and come to the conversation more emotionally charged than before. If you give them too little information, they will still feel blind-sided. Here is a sample dialogue. I usually do this over email or text.

“Hi (name), do you have some time when we can talk tonight or tomorrow? (Ask for a time that is coming up quickly) I wanted to talk about (Share the context but not too much detail). I feel like there has been some frustration about this, and I want to make sure that we are on the same page. I admire and respect you and it is important to me that we don’t have any unresolved concerns between us. My intention for this conversation is (keep it simple). Looking forward to talking soon. Please let me know your next available time.”

Chapter 14: The Line in The Sand. This chapter marks the first in several dedicated to communication and managing the difficult conversations you will need to have as a leader. Before going into the advanced scripts it is important to really understand three concepts.

1. Your goal is not to make everyone happy. Your goal is to do what is best.
2. You and your team members have behavior patterns and you will need to come up with strategic redirects to change the outcomes.
3. Manipulation and Influence are more closely related than we like to admit. You must be very clear on what manipulation is to you and avoid it.

Chapter 15: The Warm Up. What you do before the challenging business conversations is often times more important than the actual conversation for determining a positive outcome. You never want to go into a challenging conversation emotional, unclear of what you want, or with the other person unsuspecting. It is a recipe for disaster. This chapter teaches you how to prepare yourself mentally, and how to set up the conversation with the other person to give you a higher likelihood of success.

Chapter 16: Tough Talks. In this chapter we will go into specific scripts and templates for how to handle hard conversations. In addition to the scripts will be tips for what to do and what not to do. The following templates are included.

1. Addressing Faults and Weaknesses
2. Disciplining Team Members
3. Preparing to fire someone
4. Firing a team member

Chapter 17: The Game Changers. Leaders embrace change. We recognize that innovation is essential for growth and we must adjust as we innovate. Team members tend to resist change. They didn’t get to decide what was happening. They were probably very happy doing things the way they had been doing them. And their perspective is usually focused on their area of stewardship in the organization. They do not have the same perspective as the leader. Navigating change in a company can be a challenging time. This chapter includes templates and tips to assist you in leading during the following situations:

1. Enrolling your managers and leaders into change.
2. Enrolling the masses into change.
3. Guiding an individual to an undesired outcome such as resigning or a buyout.
4. Apologies
5. Addressing hurt feelings

Summary by Chapter Continued

“Conflicts grow with time. What starts out as a small disagreement will grow larger if it is not attended to. Small conflicts can start big wars. If you spot conflict on your team, do not wait for it to smooth itself out. Start taking steps towards conflict resolution.”

“In “Horrorship,” I told the story of when I put my needs ahead of my team member. I was building my direct sales business, and I pushed this team member to work harder than she wanted so that I could reach my goal. It wasn’t my finest moment. It broke rapport with my team member and decreased the trust level. This was before I was quite as strategic about my crucial conversations, but I did apologize and have a conversation with her to try to get everything out in the open. It was a tough conversation, but a good one, and I thought that everything would be fine afterwards. But the next time we got together it was awkward! I wasn’t sure how I was supposed to act around her. Was I supposed to just go right back to normal? Was I supposed to walk on eggshells? She didn’t quite know how she should act around me. So we ended up giving each other fake and friendly greetings and then only talking to each other in groups. Most of the event we spent avoiding each other. I had put so much of my thought into the actual conversation that I put no thought into how I was going to act afterwards. I was young and inexperienced, but I was still the leader. As the leader, you get to be the one who takes the lead in helping to recover and get back on track after conflict. In this chapter I will give you strategies to help you navigate.”

Chapter 18: In The Eye Of The Storm. Conflict resolution may not be enjoyable for a leader, but it is necessary. When you are leading a team of different personalities with different objectives and different needs, conflict is something you can count on. The templates in this section are for:

1. Resolving Minor Conflicts.
2. Resolving Serious Conflicts.
3. When and how to resolve individually.
4. When and how to resolve in Groups.
5. What to do when a team member has conflict with you as the leader.

Chapter 19: Rehab. Once the battle is over, you still have to work together! It can be awkward and often times people are unsure of how to heal that rift. There are some key steps to getting back on track after conflict and tough talks.

1. Use Emotional Clean Up tools and encourage your team members to do the same.
2. Set healthy boundaries.
3. Adhere to the plan mapped out during the conflict resolution.
4. Allow time for relationships to rebuild.
5. Pay attention to signs of old behavior patterns.
6. Monitor the team dynamic.

Chapter 20: Step up, Show up, Grow up. I am calling all future leaders to raise the bar. Leadership is not simply holding a position of power or authority. True leadership involves a love of people and a desire for greatness—not just personal promotion and gain. Great leaders make others around them great.

Leadership is hard. It forces us to look deep inside of ourselves. In the process we will see every fault and flaw. We will see every weakness and ineptitude. But we will also find our strength, our wisdom, our humility and our ability to create change.

Leadership is a gift and blessing. I hope you will treat it as such. When you are given a position of influence over another person, it should not be taken lightly. Some of the best rewards of leadership come as you begin to learn and understand who your team members are. When you start to recognize their potential and see them grow into it, you will have rewards that last far longer than your paycheck. The influence you have on people matters. Every person has value.

You are capable of great influence. You are capable of success. You are capable of learning to really see and understand people. You are capable of creating big results. The information you have read in this book is designed to help you get there. Don’t just read it, use it. Here’s to your greatness. Here’s to you—The Leader.

Meet the Author

Amy Walker is an Executive Business Coach, Keynote Speaker, and Radio Host. Amy assists corporations, associations and entrepreneurs to generate more results! She is a master of leadership, sales, marketing and time management.

Amy has a degree in Linguistics, a minor in teaching and is a certified body language expert. Amy has 16+ years of experience in sales. She started her first business at age 22 and she has run 6 profitable businesses. Amy loves business, entrepreneurship, and women empowerment. She is a master of communication and creates the perfect balance between information, inspiration and a motivational push to get her clients and listeners moving.

Amy can be heard on her "Walk Your Talk" radio show Tuesdays at 11 am EST on w4wn.com, and you can download her episodes on iHeart radio.

Amy is married to her best friend and partner in crime Stephen. Together they have 5 young sons ranging from 12-2. This year they purchased their dream home and acreage in rural Georgia. They are now living the adventure of a bunch of city kids attempting to run a self sufficient homestead. Amy loves music, art, and being outdoors. Amy is a cub scout leader and Sunday school teacher. Amy loves to work hard and play hard.

