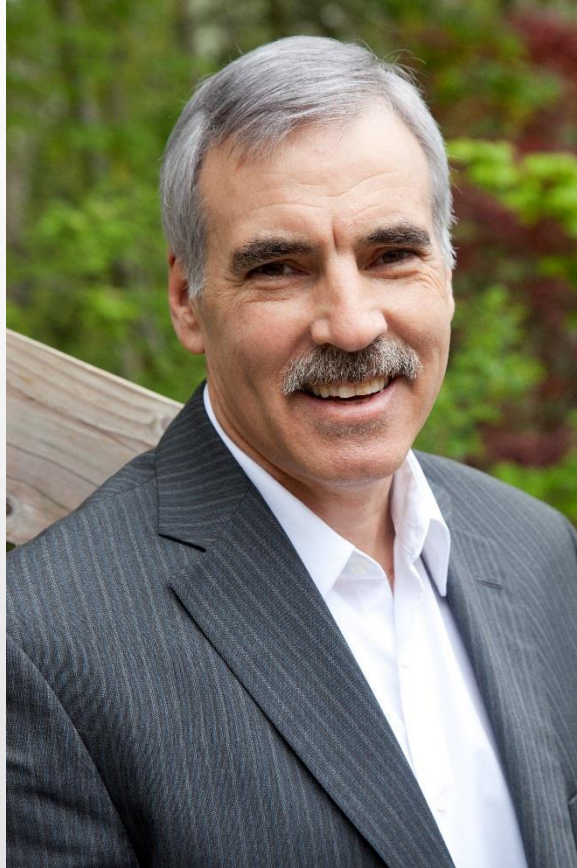


What Do You Really Value?



Presented by
Ken Keis, Ph.D.
President & CEO
www.crgleader.com

ELO Network
Christian Marketplace Leaders

CRG
CONSULTING
RESOURCE GROUP
INTERNATIONAL INC.
Enriching People's Lives



What Do You Really Value?

ELO Winnipeg

Christian Marketplace Leaders **Forum**

What Are The Top Two Reasons Why Leaders Fail?



8

The Top Two Reasons Why Leaders Fail?

1. Lack of Emotional Intelligence or Interpersonal Skills
2. Hubris: Excessive Pride and Overly Self-Confident

Research Peter Cario



The Top Three Reasons (Skills) Why Leaders Succeed!

1. High Self-Awareness
2. High Emotional Mastery
(Self-Management)
3. Deep understanding of human
behavior including personal style

Research Dr. Ray Williams Psychology Today

A young woman with long brown hair, wearing glasses and a light blue sweater, is sitting at a desk. She is leaning her head on her hand, looking thoughtfully at a laptop screen. The background is a plain, light-colored wall. The text is overlaid on the right side of the image.

**First Day
Looking for
Another Job
33%**

**240% Performance
Improvement
Possible
Gallup**







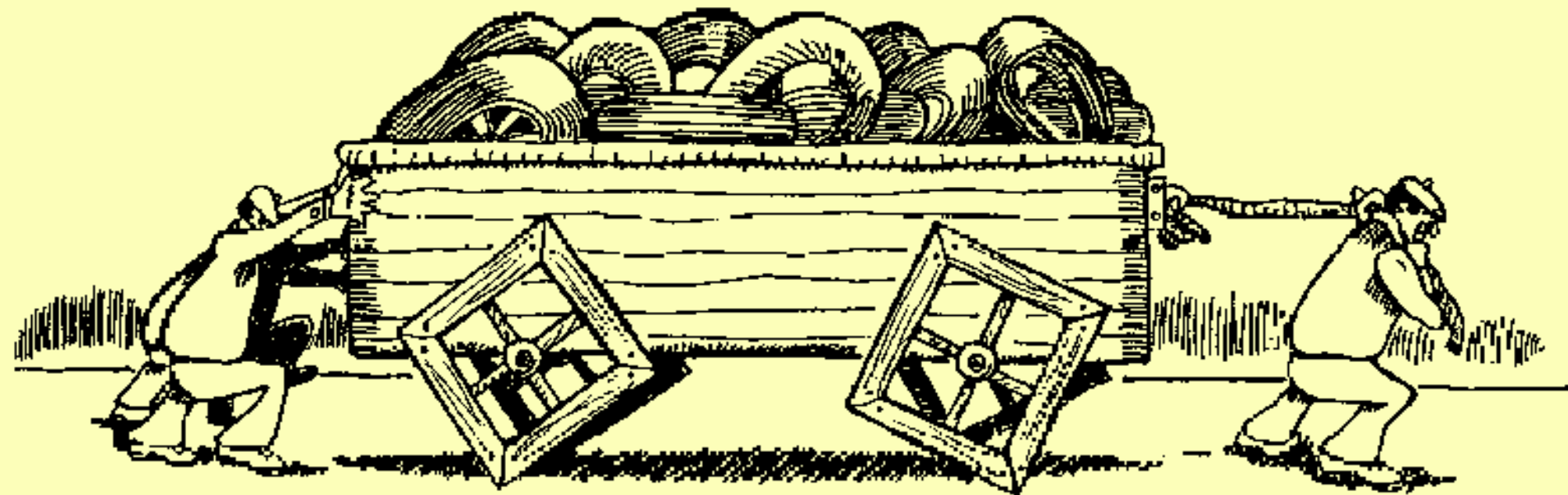
Less than 10% of the population
feel that they are passionate
and *On Purpose* in their life!

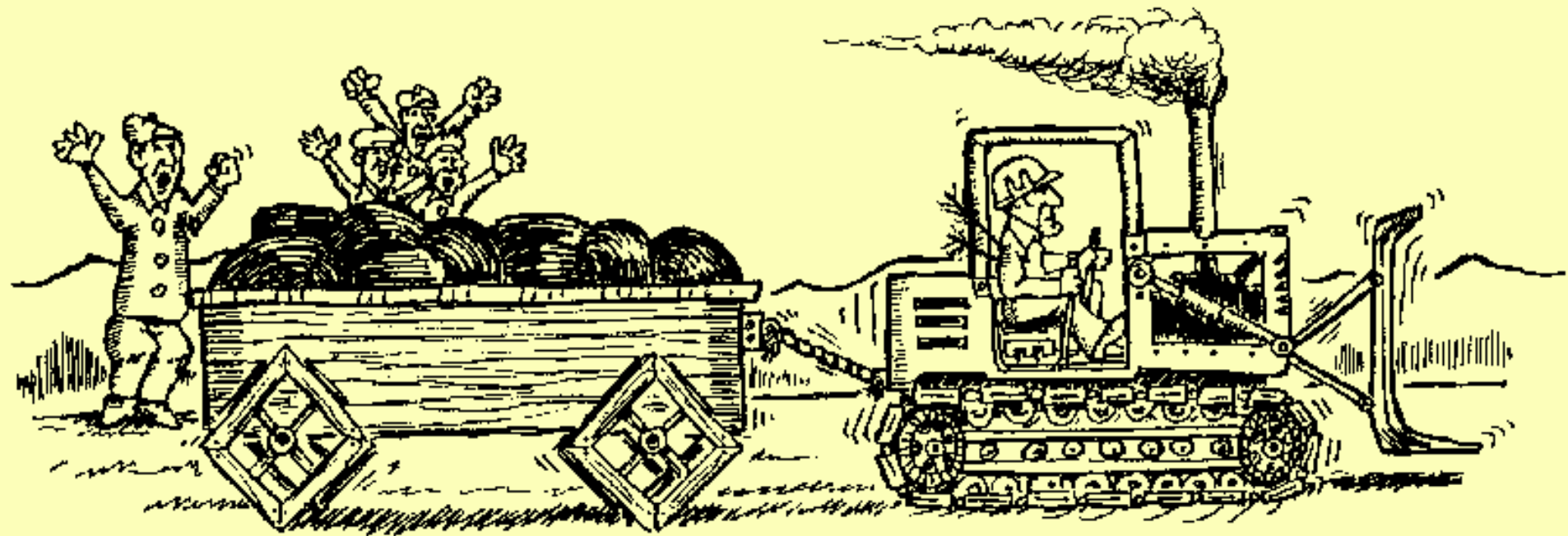


What Is Your Purpose?



It's To Live God's Purpose For Your Life!





A close-up photograph of several hands stacked together in a circle, symbolizing teamwork, trust, and collaboration. The hands are of different skin tones and are wearing various business attire, including a tan jacket, a light purple shirt, and a striped shirt. The background is a warm, orange-gold gradient. The word "Credibility" is written in white, bold, sans-serif font in the upper right quadrant of the image.

Credibility

Credibility: What Does it Mean to You?

1. What Is Credibility?
2. Who Has Credibility?
3. Who Lacks Credibility?
4. So What? Why Care?

DEFINING CREDIBILITY

1

What is Credibility?

In the space below, define the term *Credibility*. Then describe what it means to you.

2

Who has Credibility?

List persons or organizations that have a high level of *Credibility* in your eyes. Note 3 reasons why you perceive each person or organization the way you do.

3

Who lacks Credibility?

List persons or organizations that do not have a high level of *Credibility* with you. List 3 reasons why they do not.

4

So what? Why should we care about Credibility?

Why is Credibility Important?

It is Foundational for Effective;

- Leadership/Team Building
- Relationship Development
- Career Search & Life Purpose
- Coaching & Teaching
- Sales/Customer Service

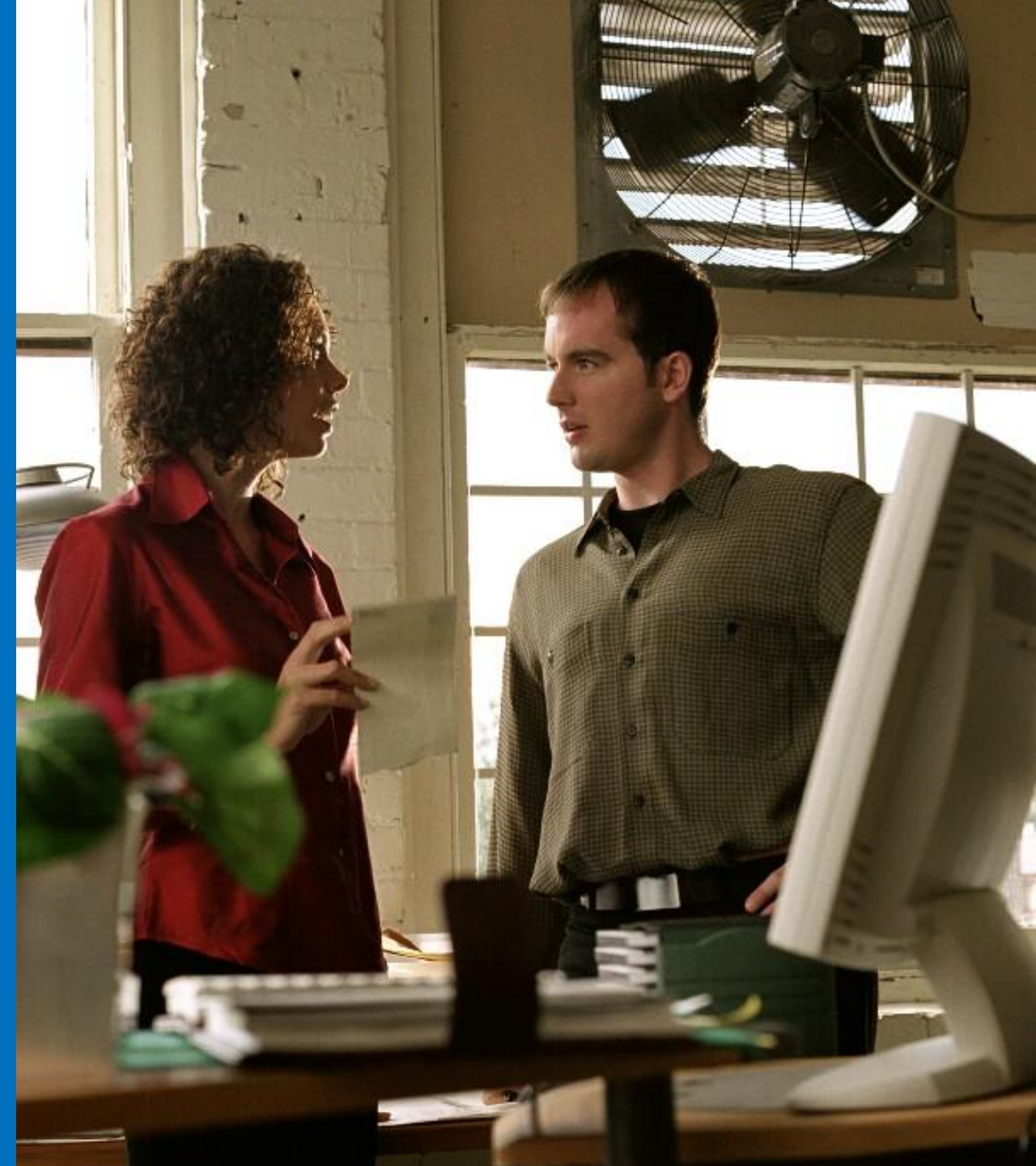
Credibility Definition

It is your reputation for being honest, fair, compassionate, competent, positive, open, inspirational, reliable, and trustworthy.



Credibility is:

The Level Of
Respect Others
Have For You



What Does Credibility Measure?

It measures how trustworthy and reliable others think you are.



**It exists in other people's minds?
(There is an exception to this that we
will explain in a moment)**



What Benefit is Credibility to YOU?

It Influences how much others will:

- Believe what you believe
- Communicate with you
- Cooperate with you
- Be Honest with you
- Support your plans
- Learn from you
- TRUST YOU



What Makes Credibility Increase and Decrease?

- *Behavior* perceived as being appropriate (from the other person's perspective - not yours) to time, tasks, people and situations, makes credibility INCREASE.
- *Behavior* perceived as being inappropriate for the same factors makes it DECREASE.

DEVELOPING CREDIBILITY

1 *What is Credibility?*

It is your reputation for being fair, open, compassionate, inspirational, positive, honest, competent, and trustworthy.

2 *What does Credibility do?*

It determines the level of respect you will receive.

3 *What does Credibility measure?*

It measures how trustworthy and reliable others think you will be.

4 *Where does Credibility exist?*

It exists in other people's minds, not in yours.

5 *What benefit is Credibility to you?*

It influences how much others will communicate to you, cooperate with you, learn from you, be influenced by you, and buy from you.

6 *What makes Credibility increase and decrease?*

Behavior perceived as being appropriate for the time, tasks, people, and situation makes Credibility increase. Behavior perceived as being inappropriate for the same factors makes it decrease.

Credibility Fact

Whether you like it or not, everyone who knows you has assigned you a level of credibility—of low, medium, or high.

That's the price you pay for showing up!

Do you know your credibility level(s)?

Are you aware of what you do or don't do that is increasing or decreasing your credibility with others, personally and professionally?

THE NEW YORK TIMES BESTSELLER

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**ROAD LESS
TRAVELED**

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Psychology of Love,
Traditional Values and
Spiritual Growth

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MILLION
COPIES IN
PRINT!

M. SCOTT PECK, M.D.

*Author of *The Road Less Traveled* and *Beyond**

Scott Peck

- *Most who come to see me are suffering from either **neurosis or character disorder**. These two conditions are disorders of responsibility...the neurotic assumes too much responsibility; the person with **character disorder not enough...they blame the world for their problems.***

BEHAVIORAL EXAMPLES

Behaviors that Build Credibility

- Honesty
- Devotion
- Punctuality
- Setting a good example
- Ethical behavior
- Admitting faults and mistakes; taking responsibility for behavior
- Keeping promises
- Forgiving and understanding
- Getting involved with others' plans
- Focusing on the positive

Behaviors that Destroy Credibility

- Dishonesty
- Lack of devotion
- No concern for time/appointments
- Setting a bad example, being hypocritical
- Unethical behavior
- Refusing to admit faults and mistakes; denying responsibility for own behavior
- Breaking promises
- Unforgiving and refusing to understand
- Not getting involved with others' plans
- Focusing on the negative

Increasing Personal Credibility

A diverse group of professionals is shown against a white background. From left to right: a woman in a red shirt holding a hairdryer, a woman in a white lab coat, an older man in a plaid shirt holding a bouquet of red roses, a man in a blue surgical cap and mask, a firefighter in a tan jacket, a woman in a white chef's hat, a man in a white lab coat holding a camera, and a man in a dark suit and tie.

- With Self
- With Others
- With the Organization

DO YOU PERSONALLY NEED TO CHANGE ANYTHING TO INCREASE YOUR CREDIBILITY?

To increase your Credibility in the minds of others, is there an area you want to work toward—to either increase or minimize specific behaviors?

Self

Others

Organization

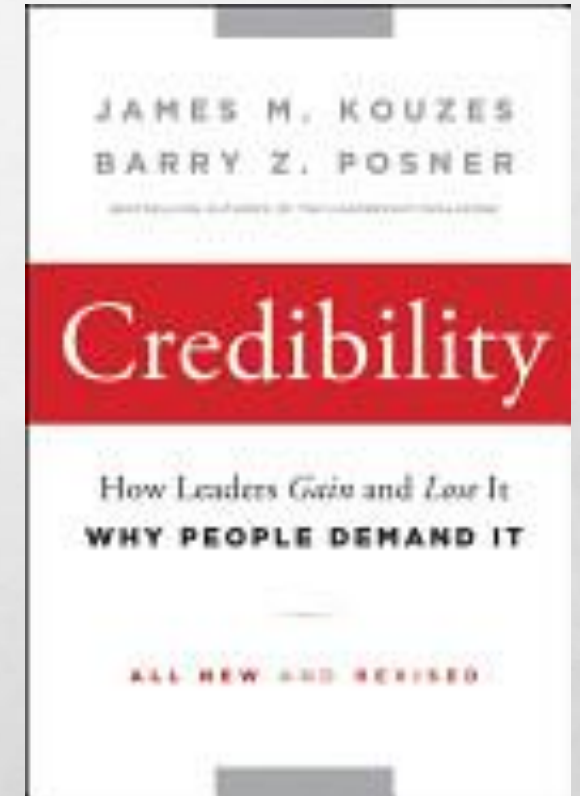


Credibility Research

Authors Jim Kouzes/Barry Posner confirmed in a large research study the characteristics and qualities of highly credible leaders and workplace environments.

The top four are:

- Honesty
- Competence
- Forward Looking
- Inspiring

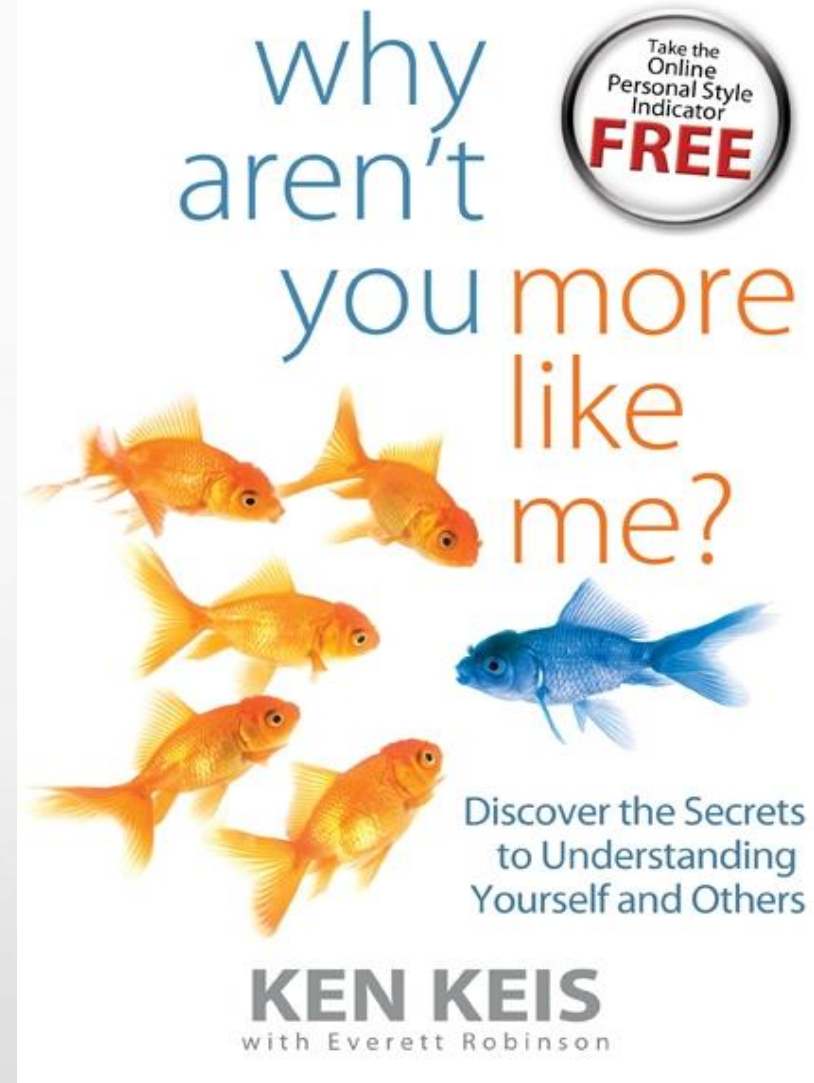


Free Draw For Book
Just Fill Out Draw Sheet



- *Ken Keis has written the definitive go-to guide for understanding what makes you—and people around you—tick. Why Aren't You More Like Me? is a fascinating read, because it's all about you! This book will change the way you think about yourself and your world.*

Ken Blanchard, coauthor of *The One Minute Manager*® and *Lead with LUV*



The Power Of Measurement and Benchmarking





We give psychology away for the purpose of the learner.

Assessments are something that we do *with* our clients not *to* our clients.

A close-up photograph of a clear glass filled with water, sitting on a light-colored surface. The background is softly blurred, showing what appears to be a metallic object, possibly a coffee machine or a water dispenser, with some bokeh light effects. The overall lighting is bright and clean, creating a sense of clarity and freshness.

Self-Awareness is Foundational
to Sustainability

What percentage of individuals believe they are self-awareness?

95%

What percentage of individuals
self-awareness - is aligned with
what others see and experience?

10%!!!



down and out
strength ▶

POWER, brawn

efficiency, etc.

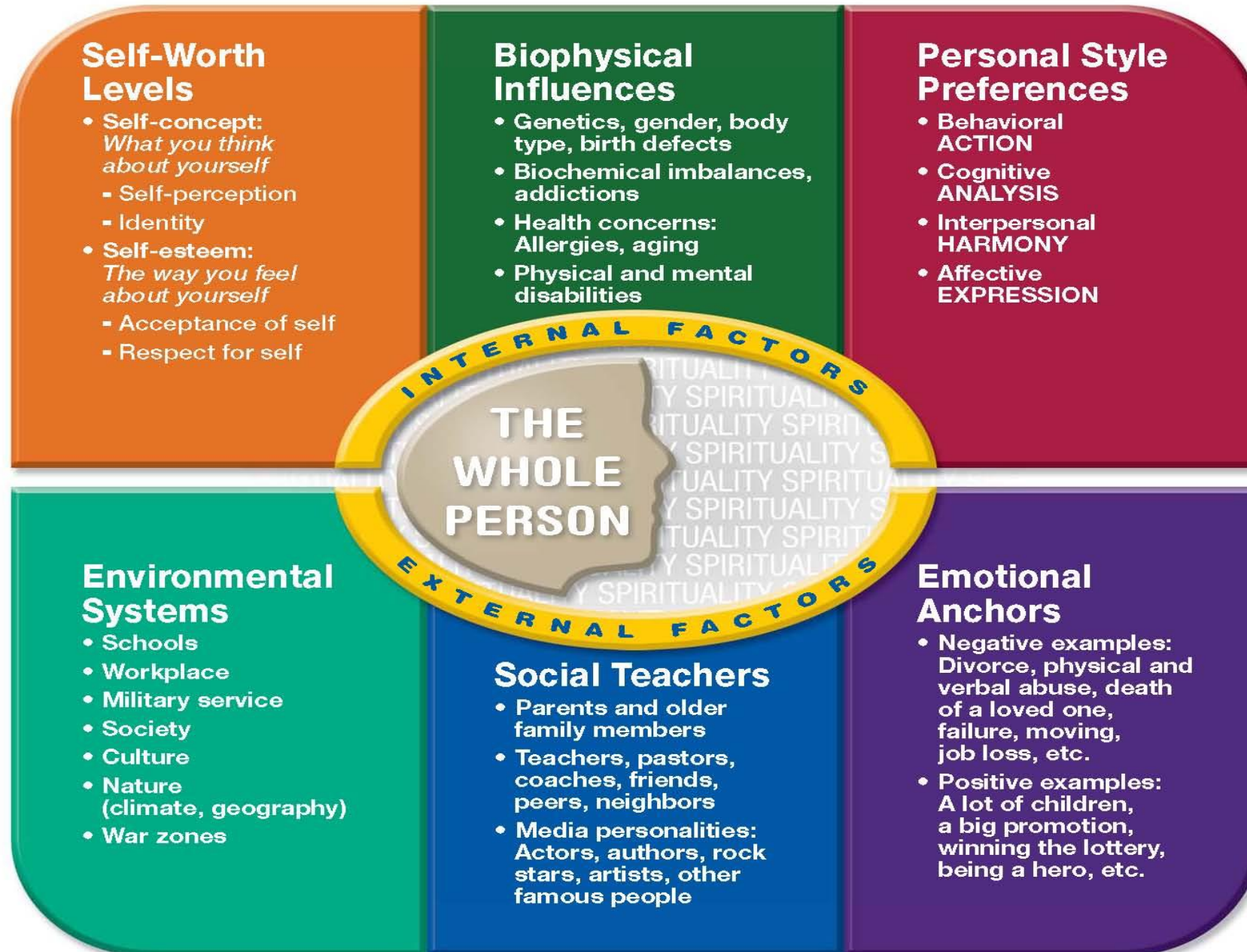
1999 2000 2001

2002 2003 2004

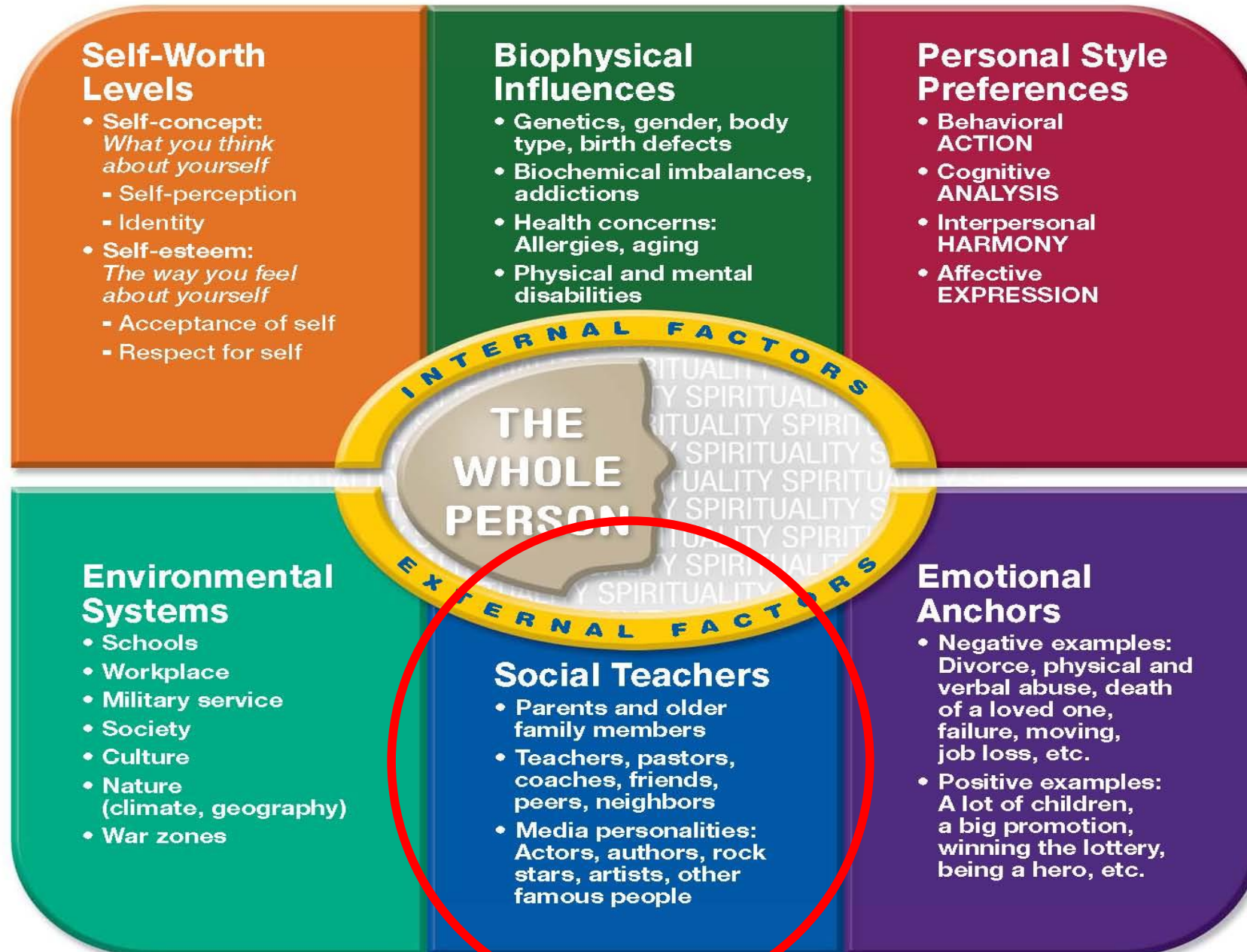
Understanding Personality Development



Personality Development Factors Model



Personality Development Factors Model



Values Preference Indicator

VALUES PREFERENCE INDICATOR



Identify the values that are most important to you and learn why they are. Understand how to increase your fulfillment and happiness in life. Develop a specific action plan that will move you toward living your most important values.

by Everett T. Robinson, M.A., and Ken Keis, Ph.D.



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VPI Values Definitions - Page 3

- 21 Values and their Definitions
- Values Listed are Behavioral Values or Internal Motivators
- They are Not Contextual Values Like Family
- Linked to the ***Personal Style Indicator*** and Distribution of Values Equally Represents the 4 Dimensions

Private Exercise

Identify Your Top 7 Values on
Page 3



Small Group Exercise

Discuss in Your Group
Your Top 7 Values & Briefly
Describe Why Each Value Is
Important To You.





What Makes
Something a
Value?

Second Values List Created through Values Matrix.

Where every value was compared and ranked against every other value FIVE times. You make nearly 300 decisions when completing this exercise.

Point: You can't have 21 number one values.
What are your priorities?

Do Your Two Lists Match?

- Challenge
- Honesty
- Pleasure
- Security
- Wealth
- Cooperation
- Expertise

- Challenge
- Security
- Honesty
- Variety
- Intimacy
- Pleasure
- Tranquility



**Needs and Fears Are Opposite
Sides of the Same Coin**




Need

- Independence
- Intimacy
- Tranquility
- Acceptance

Related Fear

- Dependence
- Being Alone
- Conflict
- Rejection

A photograph of a beach scene. In the foreground, there is a large beach umbrella with alternating yellow and light blue panels. Below the umbrella, two wooden deck chairs are positioned on the sand. The chair on the left has a red and white striped cushion, while the chair on the right has a blue and white striped cushion. The background shows a wide expanse of white sand leading to a calm, blue ocean under a clear sky. The text "Are you clear about what you REALLY Value?" is overlaid in the center of the image in a white, bold, sans-serif font.

**Are you clear about what
you REALLY Value?**

How can you or others make the right decision **EVERY** time?

There are too many choices for situational based decisions you must make **values-based decisions.**

Apply The Time & Activity Test To Your Values



Exercise:

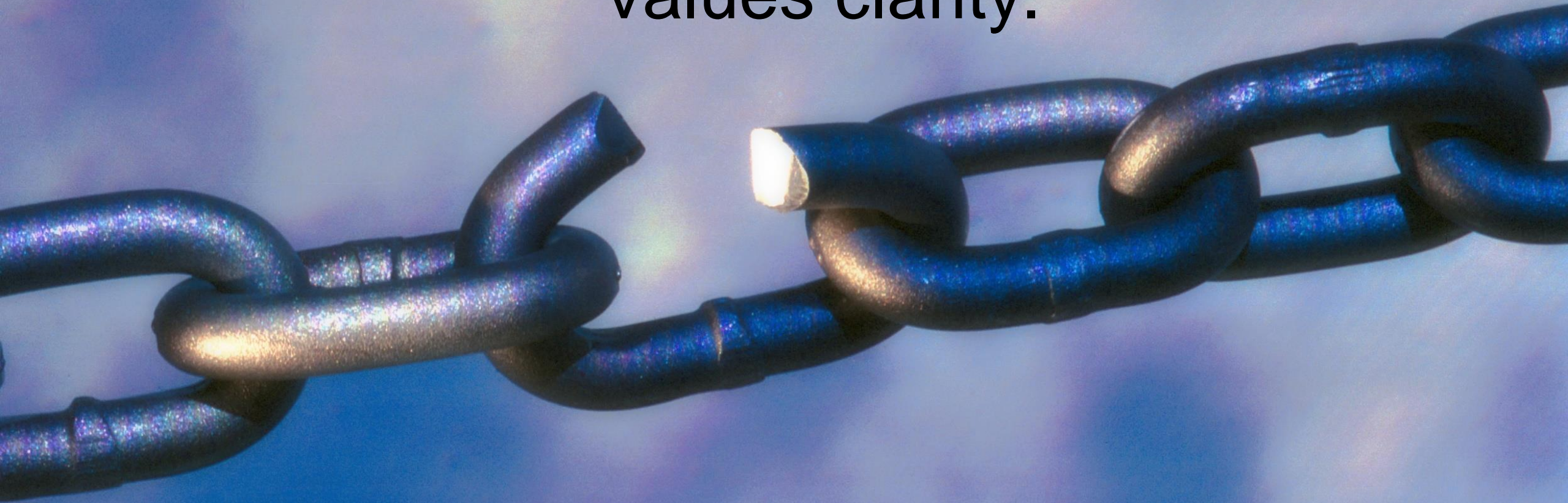
What Do You Need To Do To Ensure That Your Top Seven Values Are Being Met?

Both: Keep doing to maintain your rating and start doing to increase your rating.

When Your Core Values are
Clear they Provide You with
Direction and Confidence



Challenging the Status Quo
Research on the importance of
values clarity.



The Power of Values Research

1.Reduces Stress

A Study by Traci Mann as UCLA found that participants who affirmed their values had significantly lower cortisol responses compared to control participants. It suggests that reflecting on your values can keep neuroendocrine and psychological responses to stress at low levels

The Power of Values

2. Strengthen Willpower

A study published in the Journal of Personality and Social Psychology, found that confirming and **affirming one's values can replenish willpower** when it has been depleted by repeated acts of low self-control. Self-affirmation is a strategy to improve self-control.

The Power of Values

3. Increased Openness

The University of Chicago found in their research that values affirmation exercises allowed participants to **objectively evaluate information** that would normally evoke a defensive reaction. They became less biased in favor of their own position and became more discriminating in evaluating others.

The Power of Values

4. Improved Accuracy

In a University of Toronto study researchers found people who affirmed their value were more **receptive to negative feedback** and better able to recognize and correct their own errors. “***Self-affirmation produces large effects.***”

The Power of Values

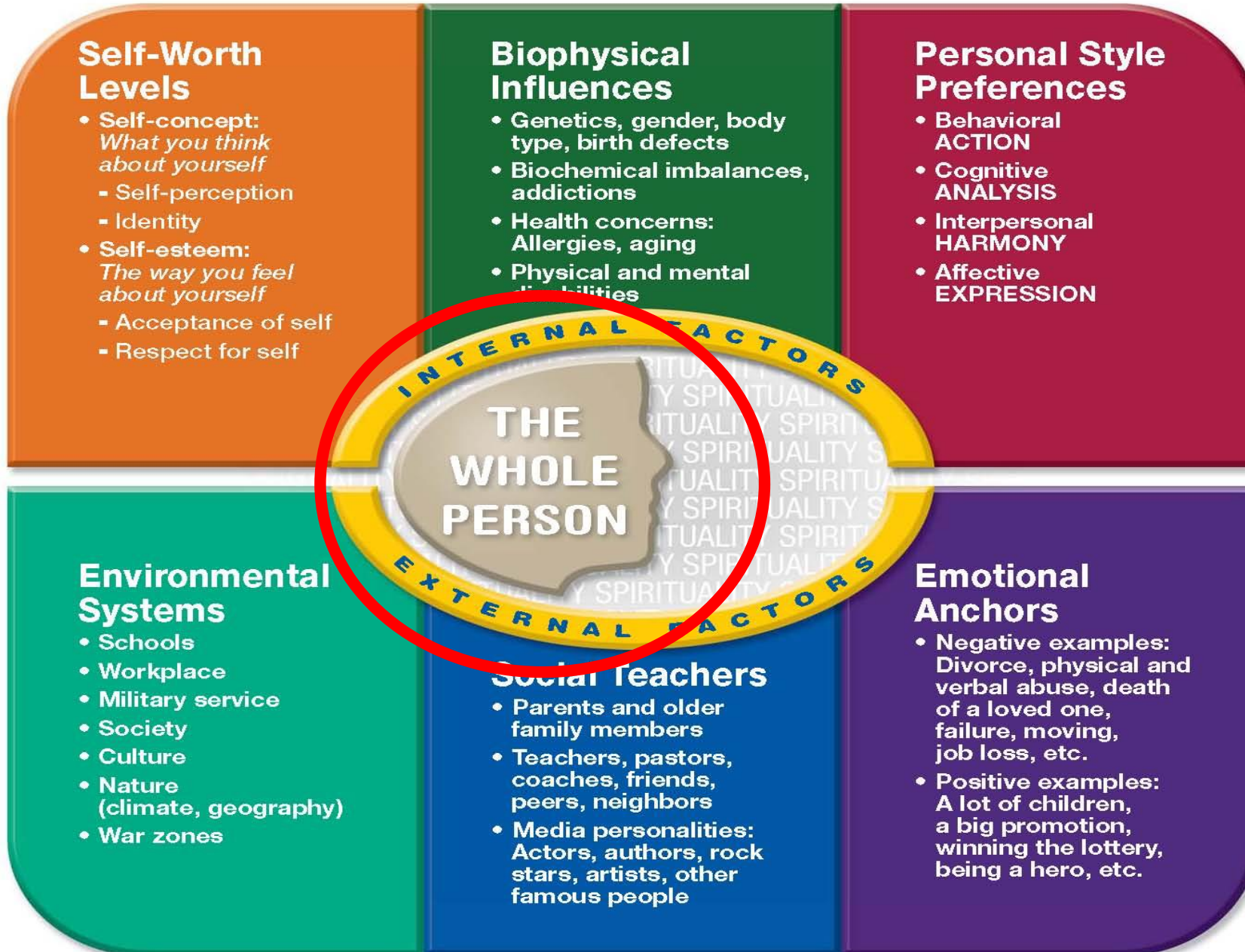
5. Closed Achievement Gaps

Geoffrey Cohen of Stanford University found that affirming one's values **raised test scores** especially amongst minority students and female students in science and math. Personal affirmation of values protected students from “stereotype threat” and reduce concerns about their ability to succeed.

What Are You Going To Do About It?

- List 2-3 concepts or items, that you learned in this session that you found helpful.
- What are 1 or 2 things that you plan on acting on or implementing, as a result of this session?
- How does this apply to you personally and professionally?

Personality Development Factors Model



The Power Of Measurement and Benchmarking





**The
Short
Route**



If you have trouble viewing this email our Living on Purpose ezine is also available to view online [Here](#)

ISSUE 169 ISSN 1712-468

Welcome to CRG's Ezine

Designed to encourage and equip you to act on what is possible for your life!



KEN KEIS
President

Look to your health and if you have it, praise God and value it next to conscience, for health is the second blessing that we mortals are capable of—a blessing money can't buy..

Izaak Walton
English Biographer and Author
1593-1683

This Week's Inspiration

Free Draw For Book



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baked goods possible because the chainlike gluten molecules form an elastic network that traps carbon dioxide gas and expands with it. Gluten varies with its composition, which differs according to the source.

You bet wheat (grains) are killing you—according to Dr. William Davis, a medical doctor and author of the best-selling book, *Wheat Belly*. The path of destruction is deep and wide and global in every sense of the word. If wheat were a pathogen, it would be equivalent to a full-blown pandemic of the Ebola virus.

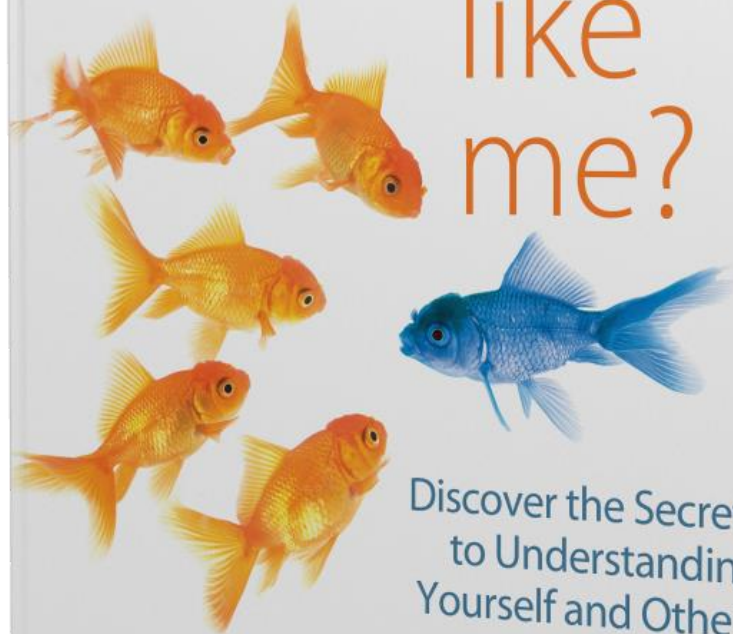
Before you refute that statement, let's look at the facts. Obesity is now the number 1 (non-communicable) disease in the developed world.

- 25% of Americans have Type II diabetes.
- 39% of Americans are pre-diabetic.

why
aren't

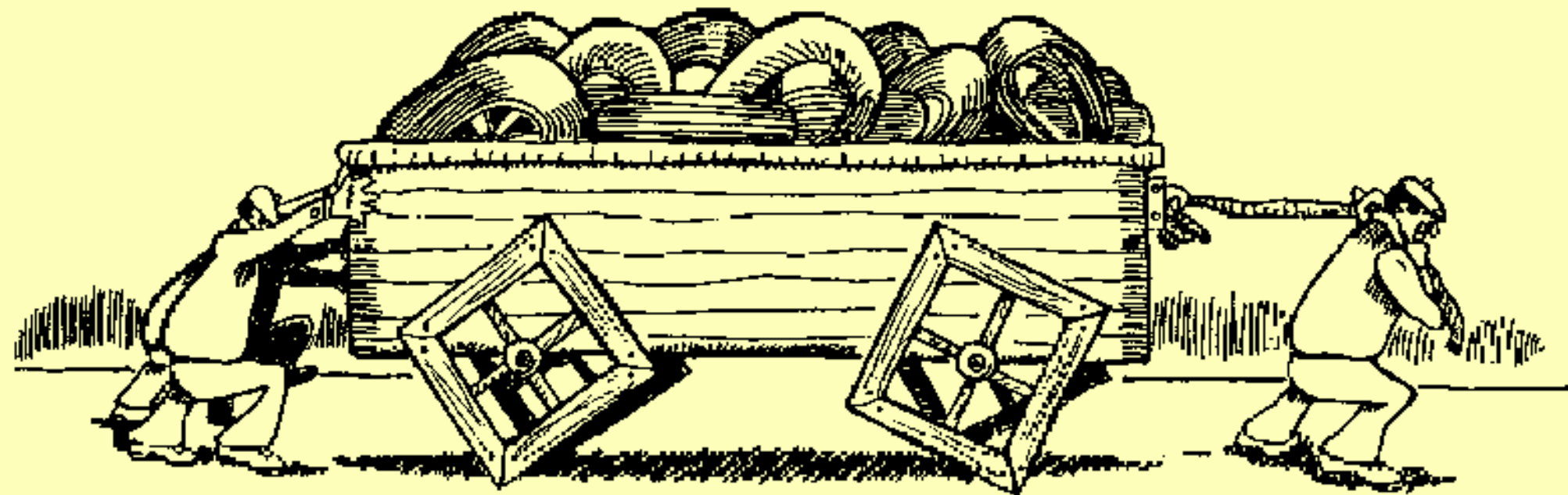


you more
like
me?



Discover the Secrets
to Understanding
Yourself and Others

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