

Is it Ewe-Stress or Distress?

By Joseph Sherren

By all accounts, this has been a stressful year for everyone, but stress is not necessarily the boogey man that many people fear. Researchers have discovered that some kinds of stress can actually produce positive results. Deadlines, public speaking, and other stressful challenges can, when they are met and conquered, trigger the production of immunoglobulins, a type of protein that strengthens the immune system.

On the other hand, stress we cannot change or control such as the economy, stock market declines, or the war in Iraq, diminishes the immunoglobulin production and weakens

the immune system. This will result in us being more susceptible to catching a cold or actually becoming physically sick.

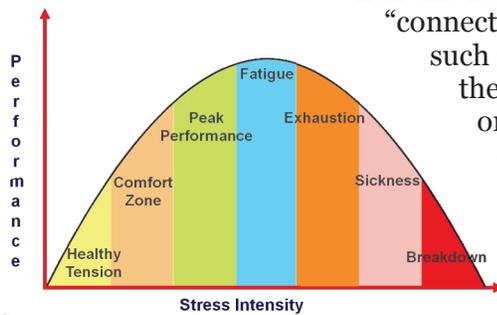
There are two kinds of stress. One is Eustress (pronounced *Ewe Stress*), or positive stress, which actually inspires people with energy to accomplish great things. (Think of cram-

ming last minute for an exam or preparing for an important presentation.) However, if the stress impact is too great, repetitive or lasts for an extended period of time, it becomes negative stress or *Distress*. This stress will take away our energy and could result in anything from a mild depression to a chemical imbalance which might eventually immobilize us.

When this happens, we should “connect” with someone such as a counselor, therapist, psychologist, or psychiatrist. Our connection with a professional who can support us will take us back to the curve, over the

hump into the eustress zone where we can function successfully.

We now know that depression does not ever have to happen. If we can recognize when we are just entering the fatigue stage at the peak of the bell curve and connect with someone at that time, we will not go deep into the distress (*cont'd on p.2*)



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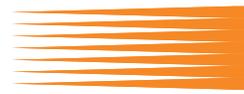


Anchor Your Main Idea

By Kristin Arnold

As many of you know, I spent a few years in the U.S. Coast Guard and spent some time on an ocean-going buoy tender. When we were working the 8 foot by 26 foot buoys, we would set the anchor to hold the ship in place. Tethered to a long rope, the flukes dig deep into the ocean floor to keep the ship from wandering.

Much like a ship, you can create an “anchor” for your presentation or meeting. Your anchor can be a memorable theme, concept, or principle that holds the presentation together and remains long after your meeting is over. It can be one word, a phrase, a sound bite, or a statement that captures the essence of your meeting or reinforces your call to action. It might be an acronym or acrostic that is easily remembered with each letter representing a key idea within your presentation. It could also be a simple symbol or gesture that recurs during the meeting.



▶ Is It Eustress or Distress? (continued from page 1)

stage. And that connection can be with a friend or family member, or even a co-worker or your manager.

It is well known that when people have a good relationship with their immediate manager, supervisor, or team leader they are less stressed. Unfortunately, many managers feel uncomfortable or they have not been trained appropriately to deal with these kinds of issues.

Don't despair! You can turn your distress into eustress by taking control of your stress and looking to the future. We are already seeing signs of a recovering economy, and we can recover by finding a passion and purpose for our life and, more importantly, appreciate what we have.

The Journal of Personality and Social Psychology published an interesting study done by researchers at the Universities of California and Miami. The study conclusively proved that people who consciously remind themselves every day of the things for which they are grateful show marked improvement in their mental health as well as some aspects of physical health. The results appear to be equally true for both healthy college students and people with incurable diseases. Compared with groups of subjects who counted hassles, such as "being cut-off by another driver," "hard-to-find parking," and "spouses who irritate them," the grateful subjects felt better about their lives and were more optimistic. The college students who were grateful exercised more; the chronically ill adults reported sleeping longer and waking up more refreshed.

If you are one of those who exist on a day-to-day basis going through life perpetually tired and feeling depressed, a possible solution to your exhaustion may not necessarily be rest. The solution may be to create a passion in your life. Be grateful. Recognize the positive things about your life each and every day.

▶ Anchor Your Main Idea (continued from page 1)

Brad McRae, CSP, a master negotiator, anchors his key point, "You can't change someone's mind if you don't know where their mind is," with a group activity. Brad asks the participants to shake hands with a partner while repeating the mantra as if they had just been introduced. Brad explains, "The purpose of this exercise is to anchor the words through hearing, but also kinesthetically in the feel of the handshake. The principle is further reinforced because handshaking is symbolic of agreement."

You know you have really anchored your message when you start saying the phrase and the audience finishes it with you! Gary Marshall, the famous Hollywood director of movies such as *Pretty Woman* and *Runaway Bride* said, "Film directors know that if people walk out of your movie repeating a phrase they heard, that movie will make money. It means audience members are taking the movie home with them. They are talking about it around the office water cooler and with their friends."

According to the Global Language Monitor HollyWORD survey in 2008, the key phrases are:

- ◆ "There are no coincidences." Oogway's solemn pronouncement to Master Shifu in *Kung Fu Panda*.
- ◆ "What doesn't kill you makes you...stranger." The Joker's twist on the famous Nietzsche epigram in *The Dark Knight*.
- ◆ "Jai Ho!" – Literally "Let there be Victory" in Hindi in *Slumdog Millionaire*.

When you speak or lead a meeting, do they walk out repeating something specific you said?

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Kristin J. Arnold, Editor
MBA, CMC, CPF, CSP

Quality Process Consultants, Inc.

US Office Phoenix 11890 E Juan Tabo Rd. Scottsdale, AZ 85255 480.502.2100 Fax: 480.502.2102	Canada Office Charlottetown 268 Campbell's Way Cape Traverse, PE C0B 1X0 416.399.9223 Fax: 902.437.6999
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US & Canada: (800) 589-4733
kristin@ExtraordinaryTeam.com
<http://www.ExtraordinaryTeam.com>

extraordinary team

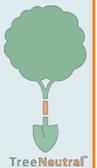
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Articles are welcome and encouraged. We would sincerely like to know what you are doing.

The Extraordinary Team makes meetings more engaging, interactive, and collaborative

- ◆ Facilitating High Stakes Meetings
- ◆ Training Facilitators, Project Leaders, and Team Members
- ◆ Keynotes and Endnotes
- ◆ Consulting on Team Implementation
- ◆ Coaching Individuals

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What's New with Kristin & Joseph

Even though we try to take the summers off while in Prince Edward Island, this year has been extremely busy as we settled into our new home in Cape Traverse, PEI.

Kristin just finished the first draft of her newest book, *Punch Up Your Presentations*. It is now in the loving hands of the publisher/editor to “bleed red” all over it. Now that the first draft is done, you’ll be seeing more blog entries at www.PunchUpYourPresentations.com.

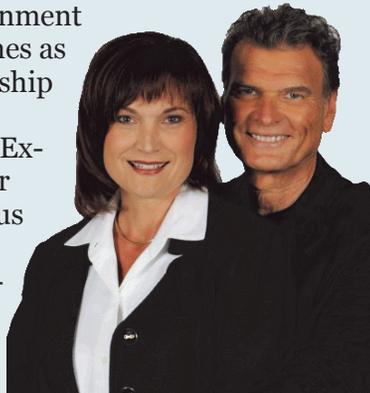
Joe has been busy converting his Management Action Situation case studies into an animation format. There are twelve separate vignettes that demonstrate the effectiveness of the Dynamic Coaching Model as well as test the participants’ understanding of the Model. Eventually we will create an online version of the Dynamic Coaching Model.

We have also been meeting with key government and industry players in the Canadian Maritimes as we launch our new business, Gateway Leadership (see front page).

We are also sponsoring an invitation-only Executive Breakfast in Phoenix, AZ in November and in Charlottetown, PE in the Spring. Let us know if you would like to be invited!

We will be heading back to Scottsdale, Arizona in mid-October and will travel back and forth frequently. Perhaps we’ll run in to you or give us a holler. We’d love to hear what you’re up to.

Kristin & Joseph



Kristin Arnold
MBA, CMC, CPF, CSP

Joseph Sherren
CSP, HoF

Where Are We?

Kristin and Joe can be seen at the following public events:

October

Toronto, Canada: York University

November

Phoenix, AZ: National Speakers Association

December

Calgary, AB: Canadian Association for Professional Speakers

Orlando, FL: Chief Executive Network

February

Toronto, Canada: York University

Nashville, TN: National Speakers Association

April

Toronto, Canada: York University

May

Toronto, Canada: York University

Scottsdale, AZ: Meetings Professional International

June

Portland, OR: NSA Portland

July

Orlando, FL: National Speakers Association

Practical Team Activities: What's Your Shoe Style?

What's Your Shoe Style?

To share your personality style while getting to know each other.

Time: 1-2 minutes per person

Nr. of Participants: 6-9 people

Materials: Various shoes

Before meeting, collect a wide selection of footwear — everything from roller blades to fishing waders.

Create a simple tabletop arrangement, randomly mixing in athletic shoes, women’s high heels, men’s dress shoes, children’s tap dance shoes, cowboy boots, fuzzy bunny slippers, and whatever else you can get your hands on. Your local secondhand store and friends are good sources for finding shoes. The greater the variety to choose from, the more robust the conversation will be.

As the participants walk into the room, the shoe display will already generate an interesting conversation.

Ask each person to identify the one shoe that best represents their personal style. Give each person a minute or two to explain their choice to the group. You can deepen the conversation by asking people to elaborate:

- ◆ When is a particular (shoe) style an asset and why? When is it a liability and why?
- ◆ Can a (shoe) style be in fashion at one time and not another?
- ◆ What do they appreciate about their (shoe) style and why?
- ◆ What do they wish they could change and why?

With larger groups, break down this activity into smaller groups. Then take 5-10 minutes to

have each subgroup share their observations with the whole group. Encourage a general discussion about what the differences in styles mean regarding the ability of the entire group to work together.

Another variation of this activity is for teams whose members know each other well. Ask people to select the shoes they believe best represent the styles of the *other* team members. This conversation will take more time, but can also uncover powerful insights about how people perceive each other and how their styles inhibit or complement each other.

Adapted from Brian McDermott's post on the IAF's listserv.

Check out 50 other activities from Kristin's book, **Team Energizers**.

You can find this book at www.ExtraordinaryTeam.com

From the Bookshelf

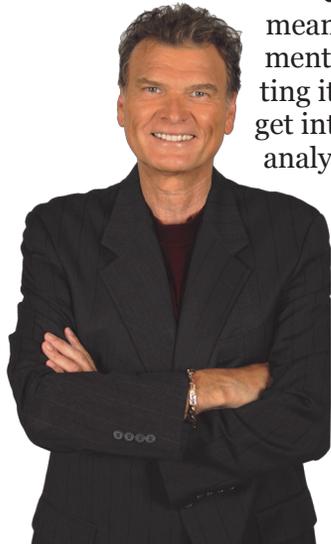
By Joseph Sherren

One of our clients, Eli Lilly, has strongly embraced the book, *Sticky Wisdom: How to Start a Creative Revolution at Work* edited by Matt Kingdon (ISBN 9781841120218). It's a combination of Roger Von Oech's *Whack on the Side of the Head* and *Blue Ocean Strategy*, breaking the creative, innovative culture into a six-step behavioral process called the Laws of Creativity. To summarize, these laws are:

1. Freshness. The ability to get out of the rut of traditional thinking and approach a problem from a totally different perspective. The premise is that problems cannot be solved with the same thinking that created them. Alternate ways to express the problem differently are to use related words; find out if a similar problem has been solved by a different industry or profession; and revolution. This is the most provocative process. It basically asks "what if" of every assumption.

2. Greenhousing. To achieve a culture of creative expression, words such as "that will not work because..." are forbidden. Most great ideas die in their early stages because people approach a problem with an old conditioned attitude (which Joe addresses in his keynote presentation on the Babinski Mind Conditioned Process). A new idea can be killed by a sneer, a negative response, a joke, or even a look of disdain.

3. Realness. Creativity is not meaningful unless implemented. Innovation is about getting it done. Many creative ideas get into a loop of discussion and analysis called the "Somebody Should do Something" syndrome. This process involves a see, touch, feel, and experience approach to any idea no matter how unrealistic it appears. Let people play with the idea. A fellow speaker, Steve Spangler, CSP, has mastered this in his approach to teaching science. He en-



courages adults to play like children. After that, they get it. Unfortunately, in many organizations people are rewarded for talking. The louder and longer they speak, the smarter they think they are.

4. Momentum. Momentum is the driving force behind ideas and getting on and making them happen. Momentum is not just motion. It is movement toward the objective in an excited and constructive way. When people are working on a project that has a "buzz" they are more engaged. This is evident when people even forget what time it is or when they last took a break. When you create excitement and build on that excitement, even the cynics cannot be heard above the momentum.

5. Signaling. When driving a car and you intend to change lanes, you signal first so others on the road can act appropriately. The same holds true for organizational behavior. When there is going to be a change, let others know how it is going, when there is a potential roadblock, etc. All members of the team should be aware of every strategic change that is happening and able to express how they are feeling, not just thinking. Otherwise they become discouraged.

Signaling supports the other four behaviors, enabling everyone to navigate between the analytical world (left brain) and the creative world (right brain). It requires a new type of constructive language.

6. Courage. Without the courage to act, nothing happens. Most great ideas never get heard because there wasn't the courage to express them with conviction. Our friend and fellow speaker, Jana Stanfield, CSP, wrote a song that asks, "What Would I Do If I Were Brave." This gets to the heart of this style of thinking. The origin of the word courage is "to speak your mind with all your heart." Of course this involves risk, and nothing is gained without risk. This is courage combined with creativity at work. All the biggest battles we will ever face – are within ourselves. Courage is the ability to be true to ourselves and take a stand on something we believe in.

Quote of the Quarter

"We trained hard, but it seemed every time we were beginning to form up into teams, we would be reorganized. I was to learn later in life that we tend to meet any new situation by reorganizing and a wonderful method it can be for creating the illusion of progress while producing confusion, inefficiency and demoralization."

Gaius Petronius, Roman General, 210 B.C.

www.TeamQuotables.com for more team quotations.