



Statistically speaking, if your company were a 10 person team...

3 employees are rowing with all their hearts

5 are just along for the ride, looking at the scenery

2 are trying to sink the boat

Ugh.

How can you get more employees rowing with all their hearts?

You can spend thousands or hundreds of thousands of dollars on training programs, leadership development, sales training, culture enhancements, etc. Maybe you have. If you have, you've probably scratched your head wondering why some of it worked on some of the people but not all of it ever works on all of the people.

The reason these corporate programs don't work is because they miss one key element.

Perspective.

Each and every human being can only correctly interpret any and everything through one perspective -- their own perspective.

Sure, they can empathize. They can offer a trained behavior. They can pass tests. But they can only ever see things through their own perspective.

Your best hope of ever getting the majority of your team to row in the same direction is to create programs that are purely selfish for the individual members of your team. Not you. Not the shareholders. Not the mission statement. Them.

Not you, them. They should be your mission.



**Foster selfishness.
Promote and
acknowledge it.**

The old saying of "I'm okay, you're okay" is the truth that will catapult your business to the next level.

When your employees feel good about themselves. When they are selfish enough to care how they feel. When they are

selfish enough to want to feel better. When they are selfish enough to want a better life for themselves. When they are selfish enough to honor themselves first. This is when you and your goals can begin to matter to them. When this happens, watch the flood of positive momentum, growth, joy, happiness, freedom and, of course, profits, pour forth.

Most CEOs will cringe at the words we just wrote. Most will be looking for the nearest wastebasket to toss this brochure into. Most will feel like pounding their fists and preaching to their team what's important -- Our customers. Our shareholders. Our bottom line...

Why not? It's what they've always done. And it works for awhile. Teaching employees to be selfish is counterintuitive to everything they believe about management, profits, or growth. It's what's made them successful.

But those CEOs are not all CEOs.

I've spent years and years as a Human Resources leader working with CEOs of all walks of life. The CEOs who've been able to sustain the majority of their team rowing in the same direction are the ones I've studied. It was never an accident. It was never by force or guilt or fear. It was always because they understood at a very deep level why people do what they do. They were masters at allowing selfishness.

The World Inside You is about allowing the selfishness that positively affects your company. It's teaching people how to appreciate themselves -- how to be okay with wanting to feel better; how to be okay in wanting good things for themselves; how to care about how they feel; how to change what isn't working to what is working; how to enjoy life. A life that includes the work they do.

The World Inside You Employer Benefits

- Targeted to ALL Employees
- Brings a new way to build stronger, more connected teams
- Increases Employee productivity, morale, focus, and retention
- Provides tools available to Employees (at any time and for free)
- Improves your ability to be considered a great place to work (to attract and retain)
- Potentially reduces medical and disability costs and absenteeism



The World Inside You Participant Benefits

- Increases self awareness
- Helps employees understand how stress impacts their behavior
- Provides a way to discover key motivators
- Increases understanding of how to work more effectively and improve communication with others
- Learns and applies ways to improve mobility
- Experiences ways to reduce muscle tension and/or pain associated with sitting and/or repetitive movement

Weekly Session Themes

This is a 6-week program. Each session runs for one hour and 15 minutes.

- 1 Presence** – Center on program commitments, breath, easy movement; complete five elements of well-being assessment, and nutrition & lifestyle questionnaire
- 2 Body Awareness** – Understanding where our bodies are in space, where and how we move, and notice body sensations and how they impact our choices
- 3 Mobility** – Gain a better understanding of how to recognize stress reaction and choose to respond differently
- 4 Vitality** – “Vitality” as oxygen, circulation, and connection, practice a body scan relaxation skill, movement with partner, learning to create a supportive environment
- 5 Balance** – Explore the “things” that keep us in balance or take us out of balance; use The Birkman Method™ to increase self awareness and improve communication skills
- 6 Possibility** – Write and share Personal Purpose Statement, reflect on past sessions, create action plan

If you read this so far, we are for you. Because it takes a courageous, curious leader to even entertain these ideas.

To learn more about The World Inside You and how we can help you and your team, please call Kathi Crawford at 281-450-6316 or send an email to kcrawford@peoplepossibilities.com

