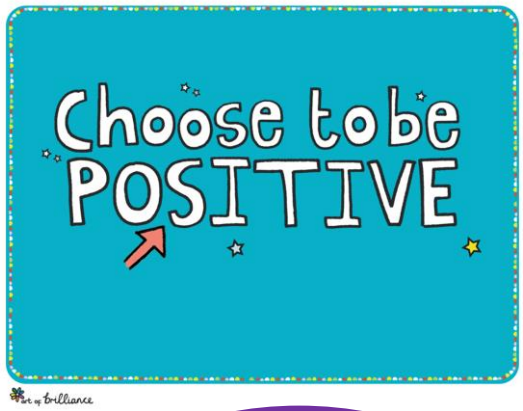
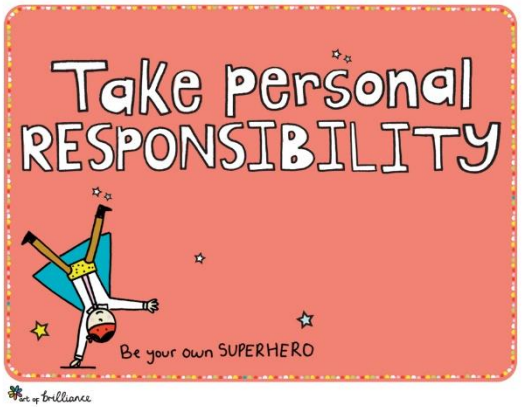
'The Why-Factor':

The 6 habits of 2%-ers

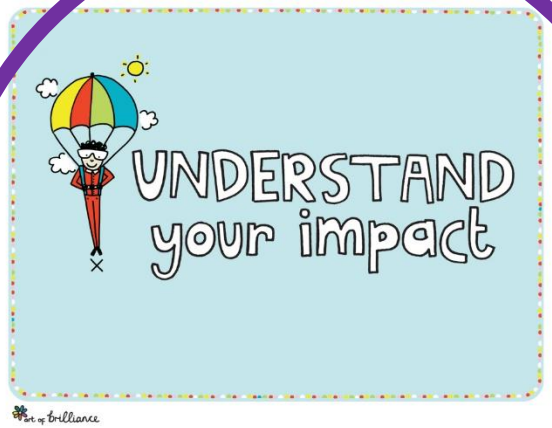


1. Choose to be positive

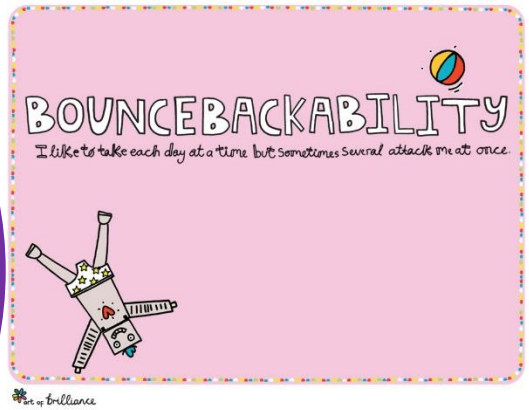


2. Take personal responsibility

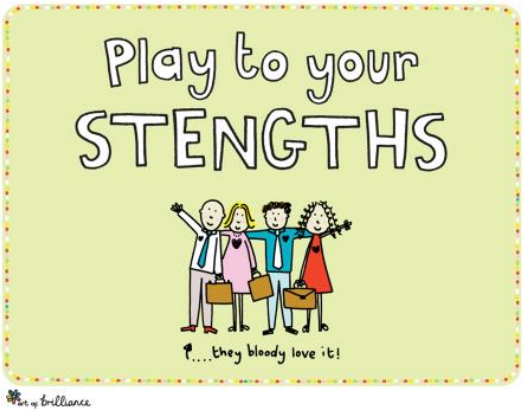
3. Set Huge Goals



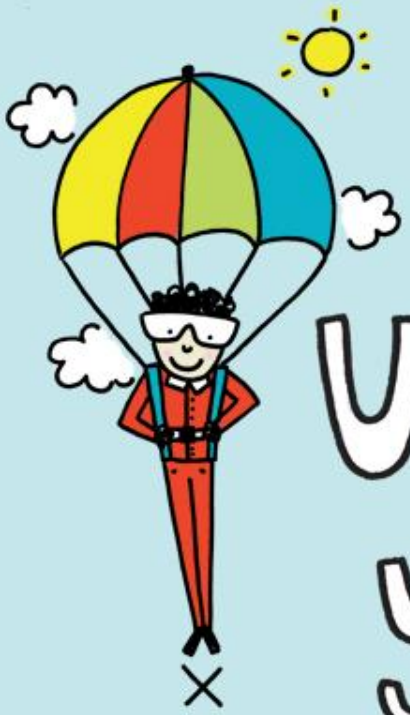
4. Understand your impact



5. Have Bouncebackability



6. Play to your strengths



UNDERSTAND your impact

Nikki Ayles
@beingbrilliant @NikkiEA15

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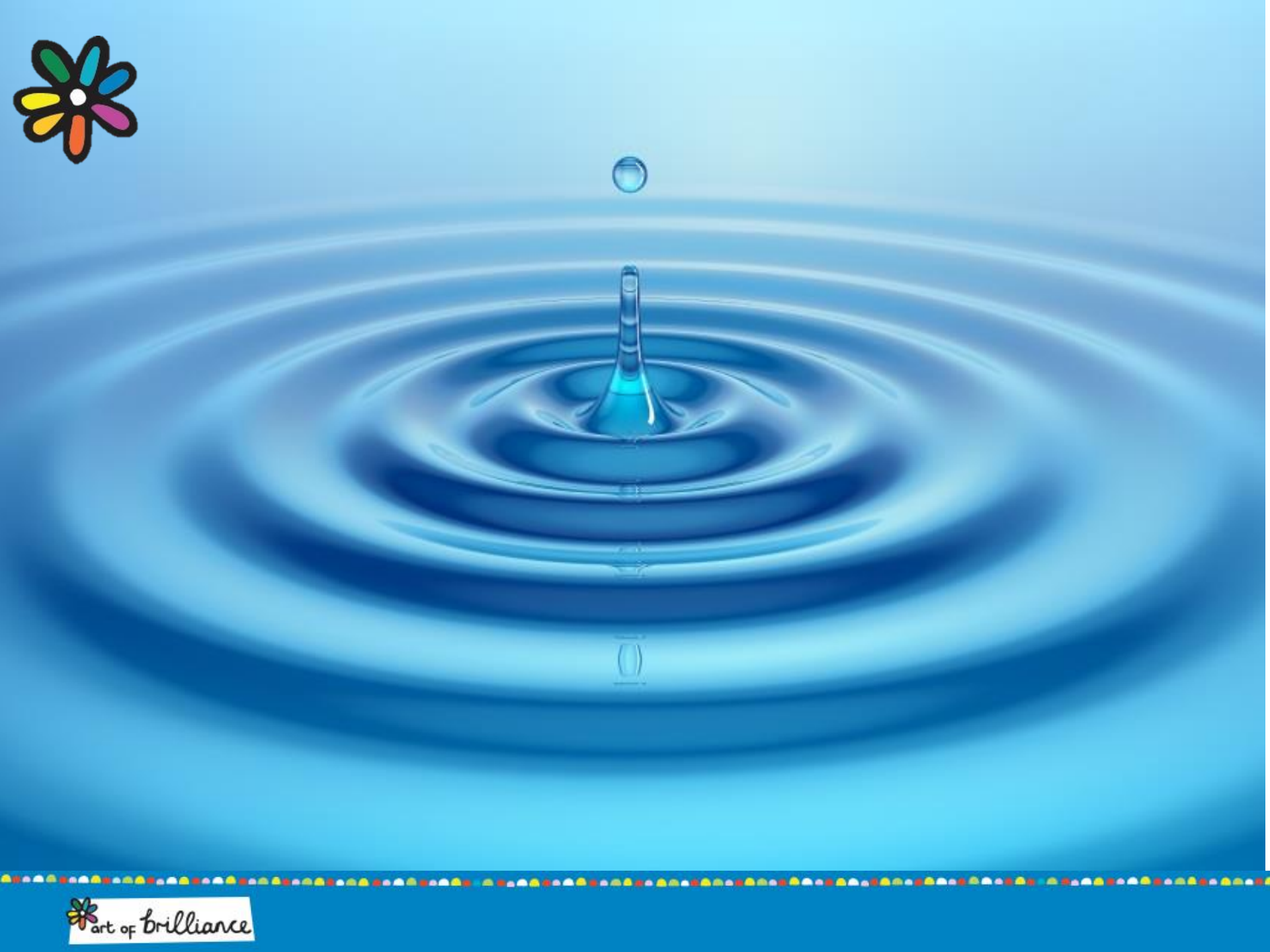
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YOU HAVE THE CAPACITY TO
INFLUENCE
OTHERS
AND START A MOVEMENT THAT
MAKES LIFE BETTER
FOR EVERYONE

EXERCISE: You at Your Best

1. What 3 words describe you at your best/when you're being the best version of yourself?

2. If you were **the best version of yourself at work** more of the time – what would you be like? Would you have a super-hero name that captures what special about you? What are your strengths that would be your super-powers?

"Find a PURPOSE in LIFE so big it WILL CHALLENGE every capacity to be at your best."

David O. McKay

gatewaypeople.com

When you know your WHY, your

WHAT has MORE IMPACT……..

…….because you are walking in or

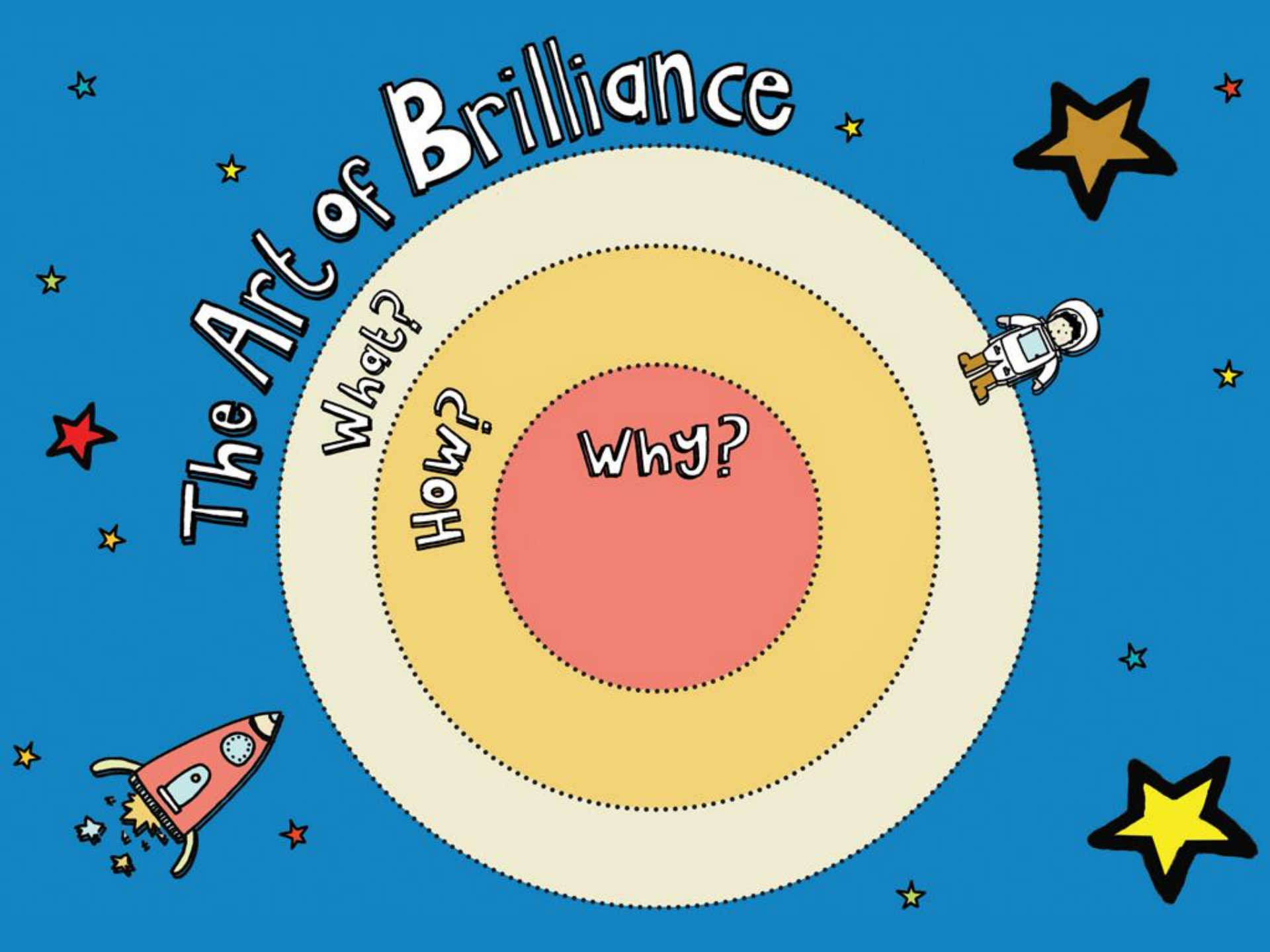
towards your purpose…….

Michael Jnr

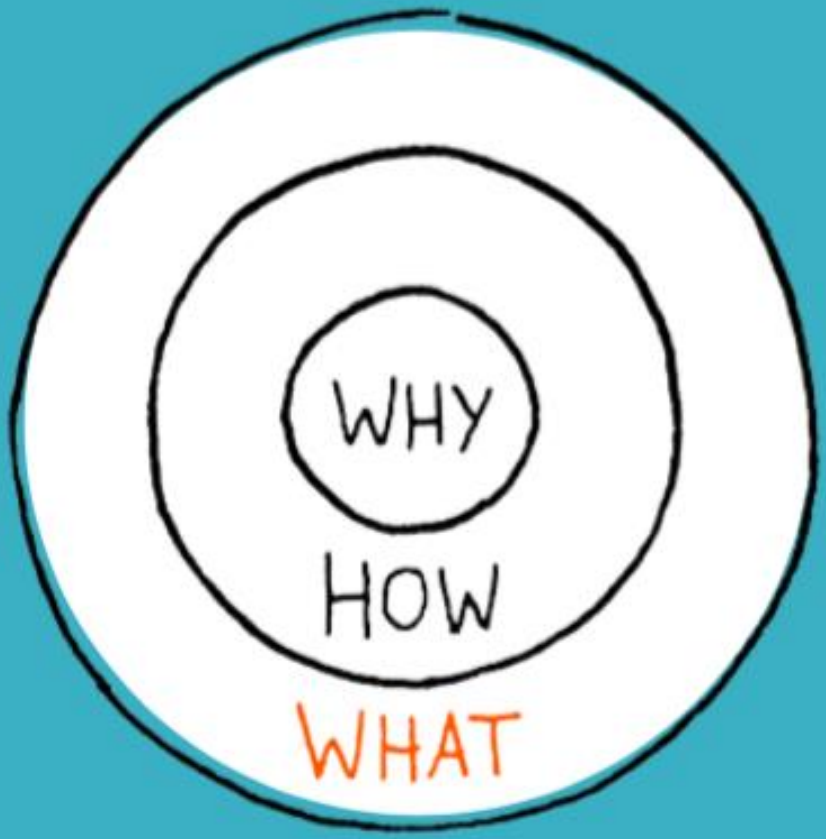
Working hard for something we don't care about is called stress; working hard for somthing we love is called passion.

— Simon Sinek —

AZ QUOTES


The Art of Brilliance
What?
How?
Why?

The Golden Circle

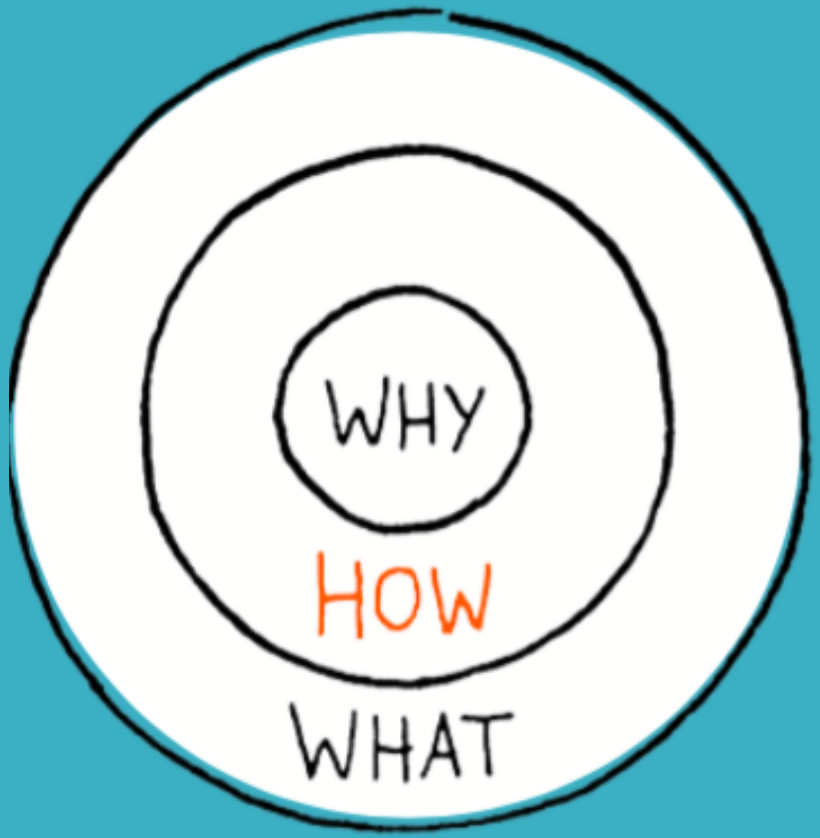


WHAT
Products sold, services offered or your role at work

The Golden Circle

HOW
The things that set you apart from others who do about the same thing you do. Your values.

WHAT
Products sold, services offered or your role at work

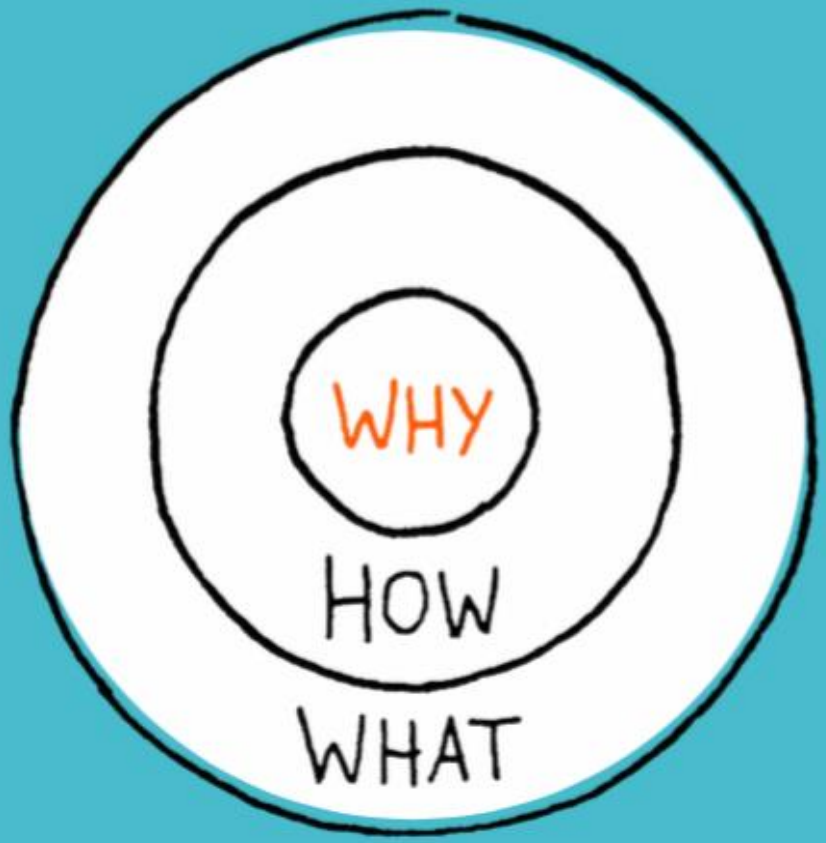


The Golden Circle

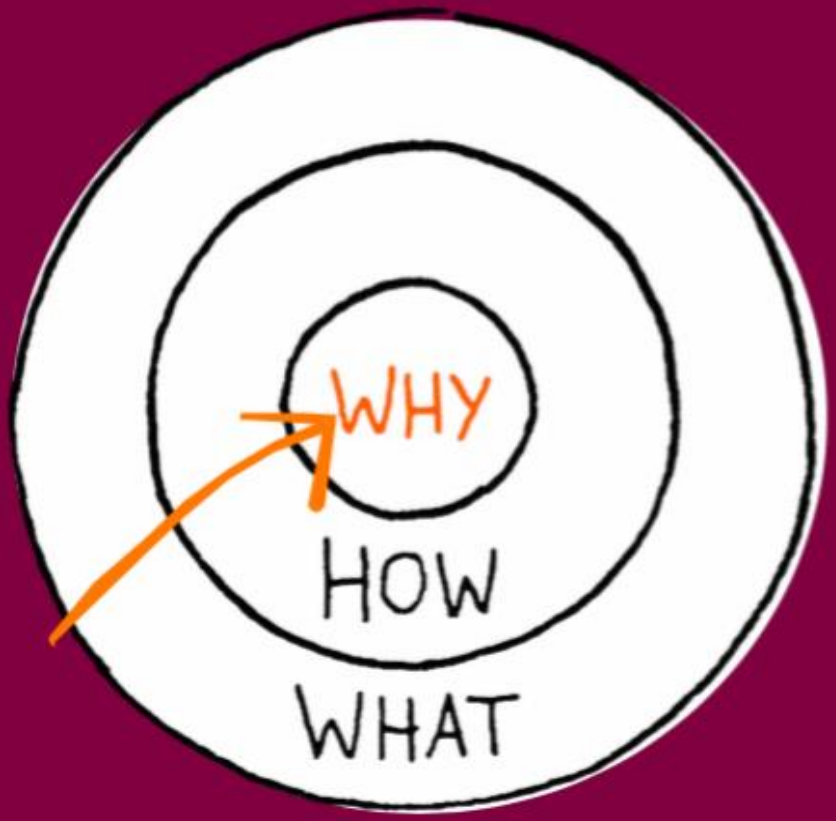
WHY
Your purpose, cause or belief

HOW
The things that set you apart from others who do about the same thing you do. Your values.

WHAT
Products sold, services offered or your role at work



The Golden Circle



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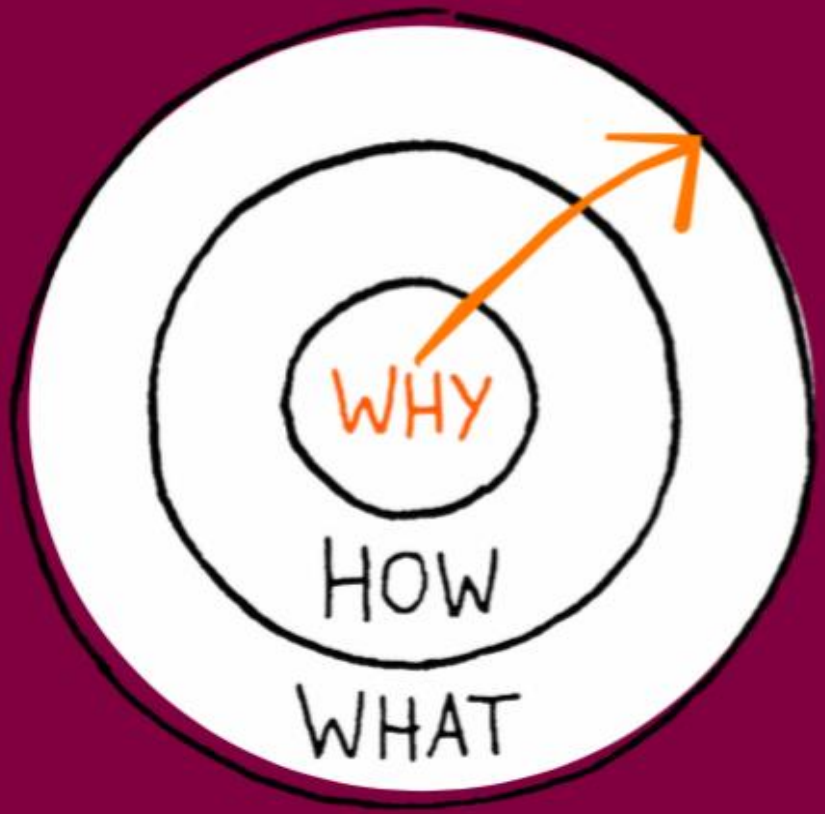
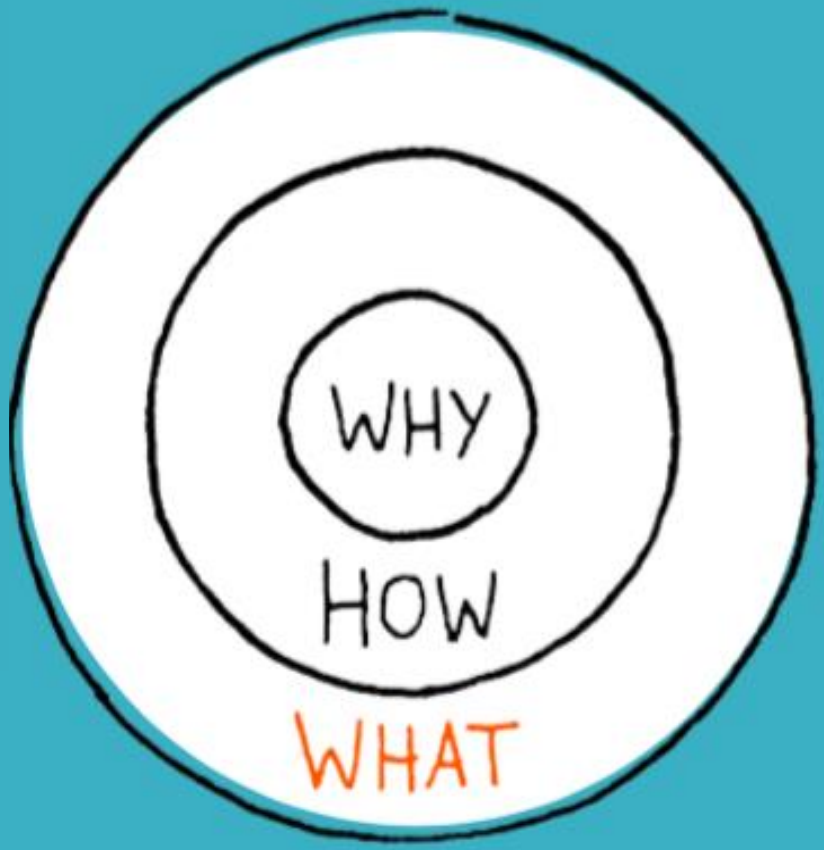


The Golden Circle

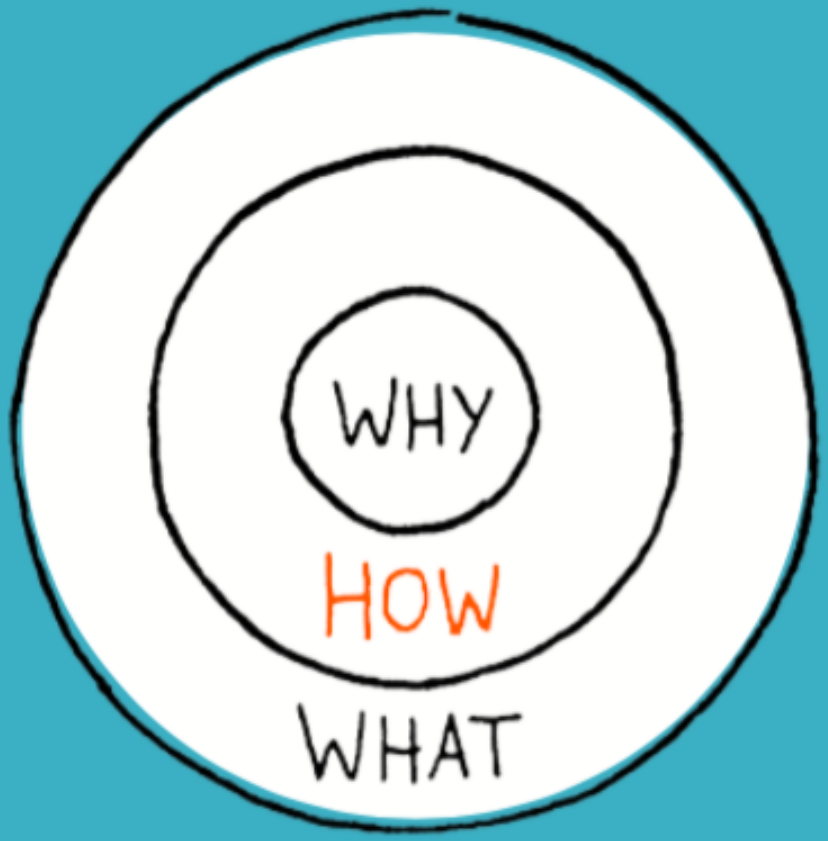


WHAT
We just happen to be a world-class law firm. Come see for yourself.

The Golden Circle

HOW
We take an unconventional perspective, call it like we see it and are committed to long-term progress. Hire our law firm.

WHAT
We just happen to be a world-class law firm. Come see for yourself..



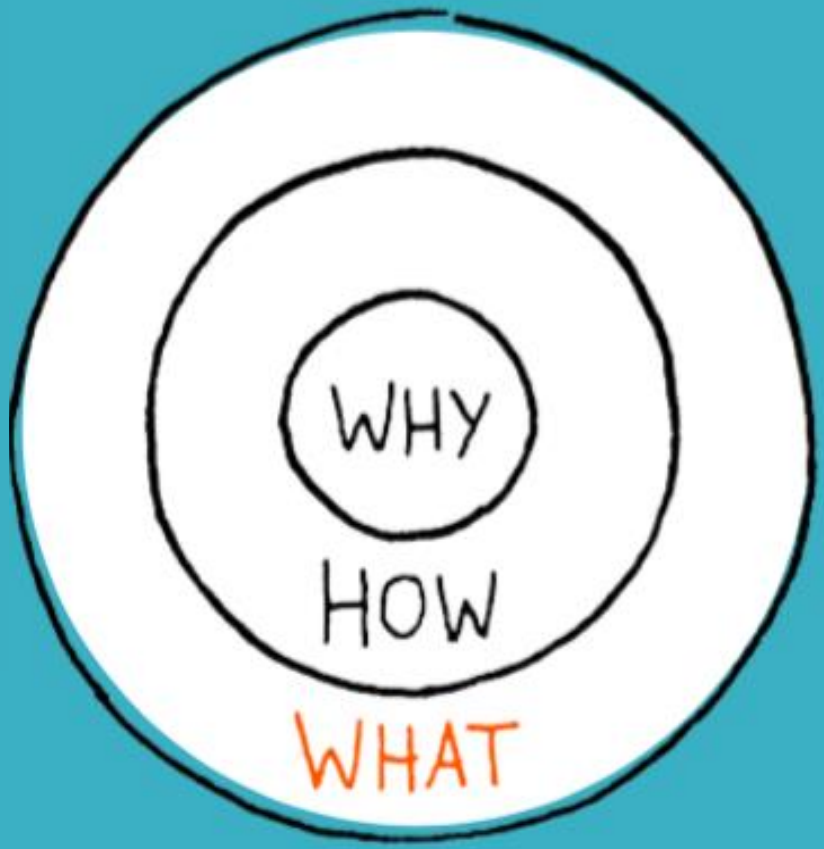
The Golden Circle

WHY
We believe in opening the doors of possibility so that people can overcome their greatest challenges.

HOW
We take an unconventional perspective, call it like we see it and are committed to long-term progress. Hire our law firm.

WHAT
We just happen to be a world-class law firm. Come see for yourself.

The Golden Circle



WHAT
I work in a hospice for cancer patients in Bristol

The Golden Circle

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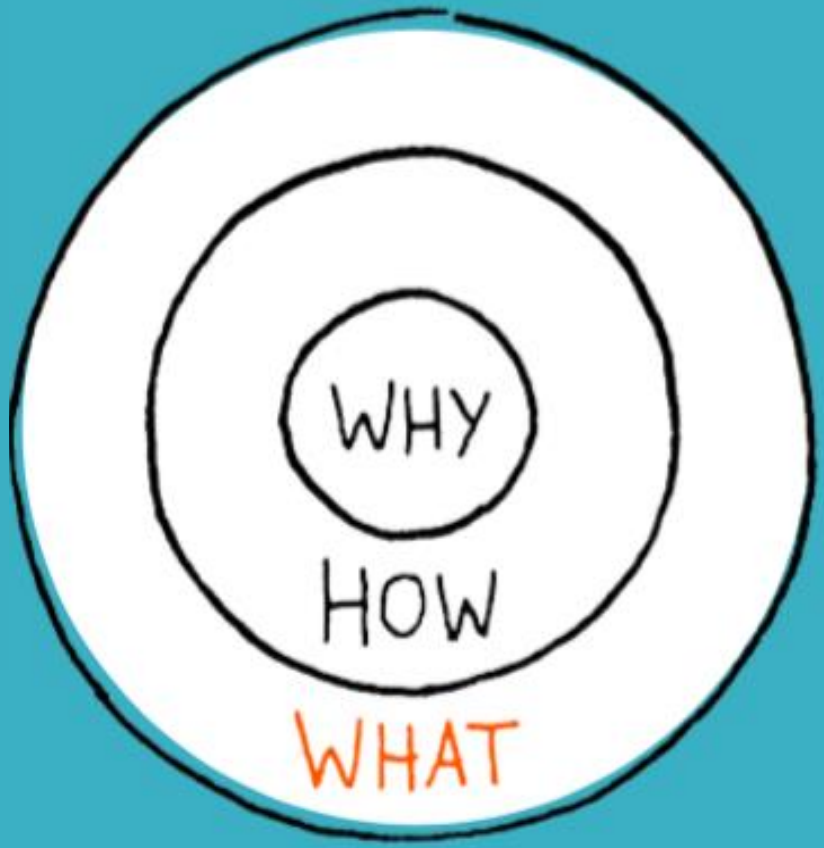
HOW
I teach people with cancer about healthy food, how to cope with treatment side effects and how to cope with the emotional impact of cancer

WHAT
I work in a hospice for cancer patients in Bristol



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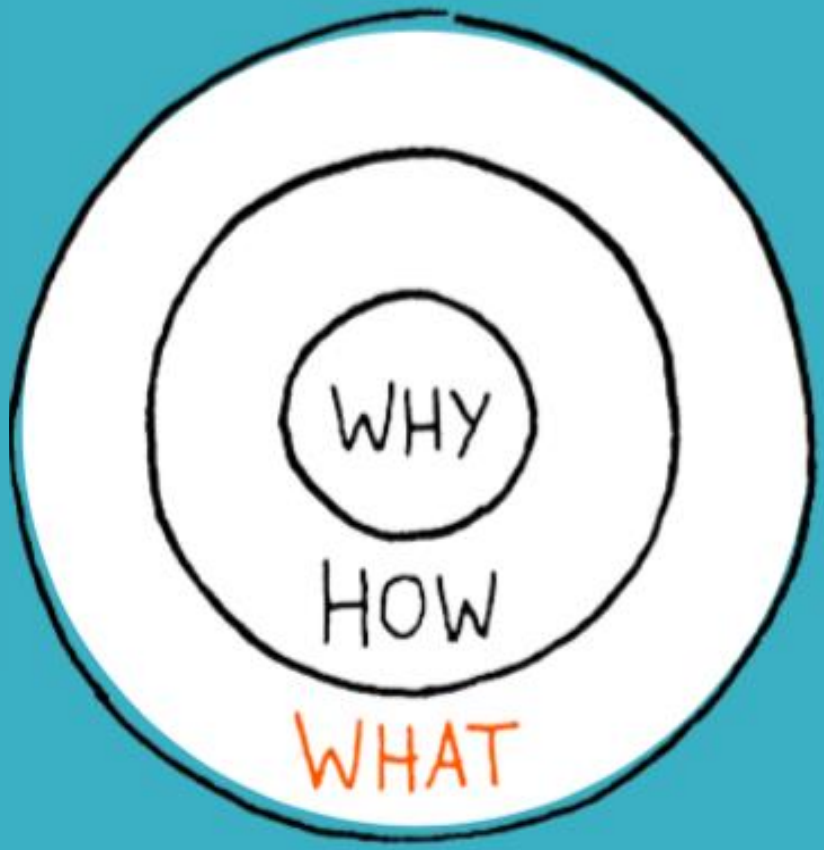
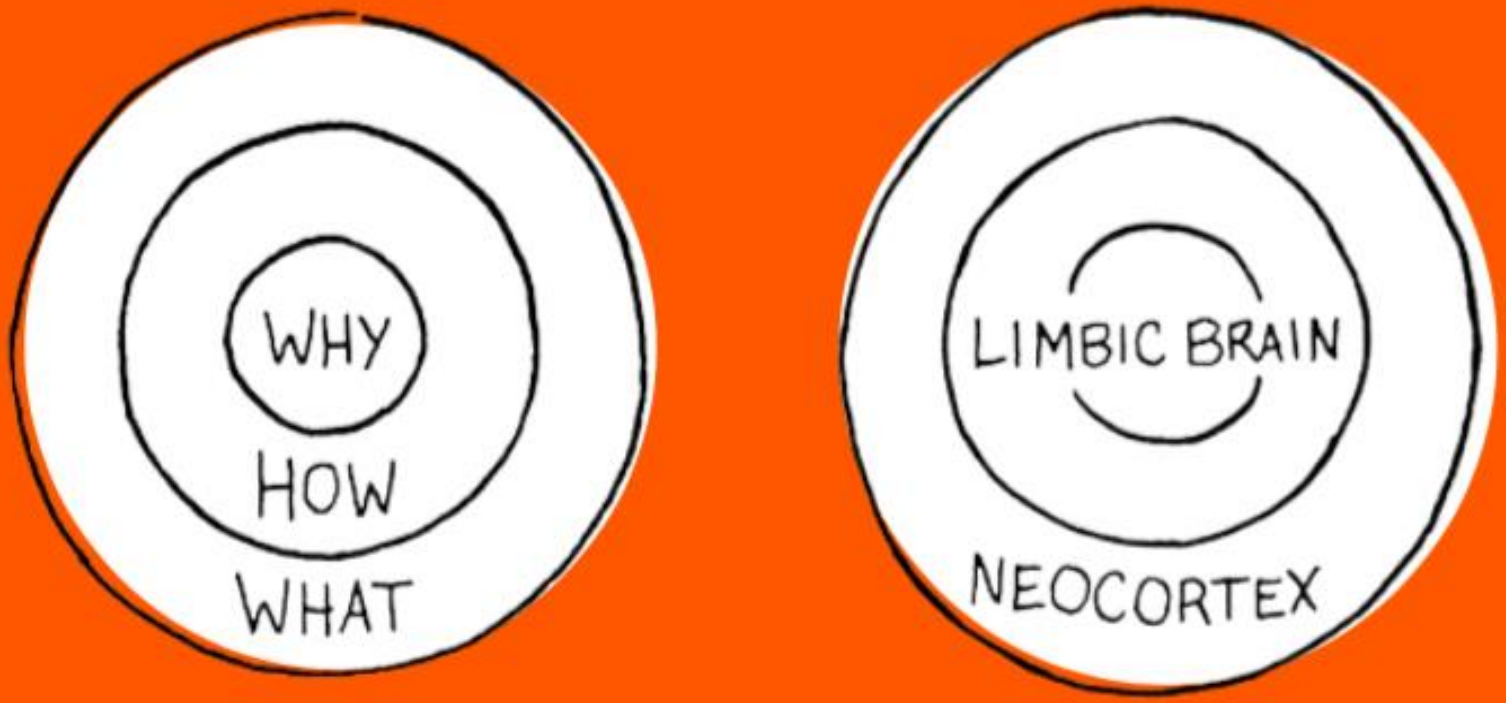
WHY
I offer hope and reassurance to those living with cancer, helping them to build new and richer lives

HOW
I teach people with cancer about healthy food, how to cope with treatment side effects and how to cope with the emotional impact of cancer

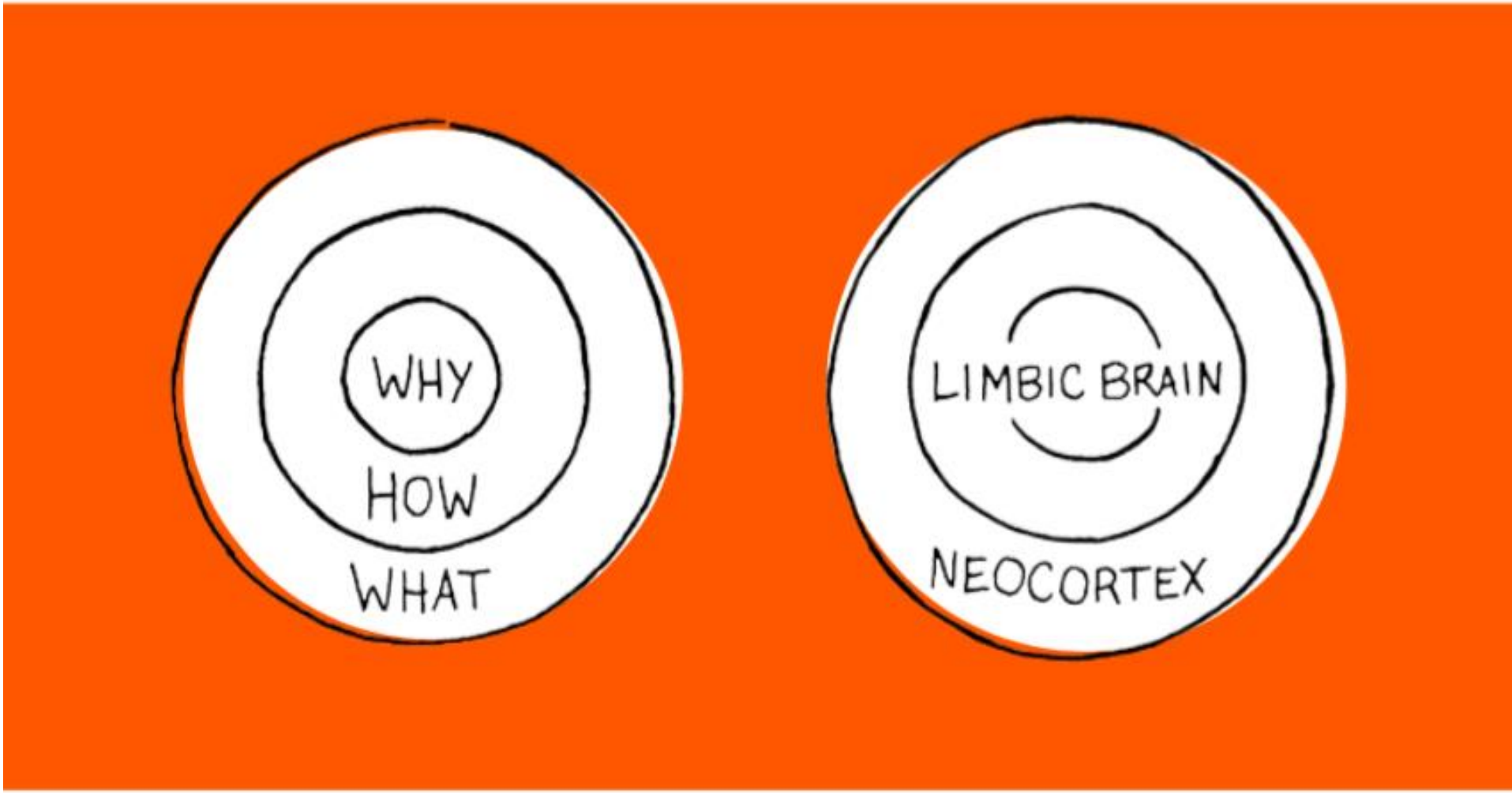
WHAT
I work in a hospice for cancer patients in Bristol



The Golden Circle + Human Brain



The Golden Circle + Human Brain



EXERCISE:

What's Your WHY?

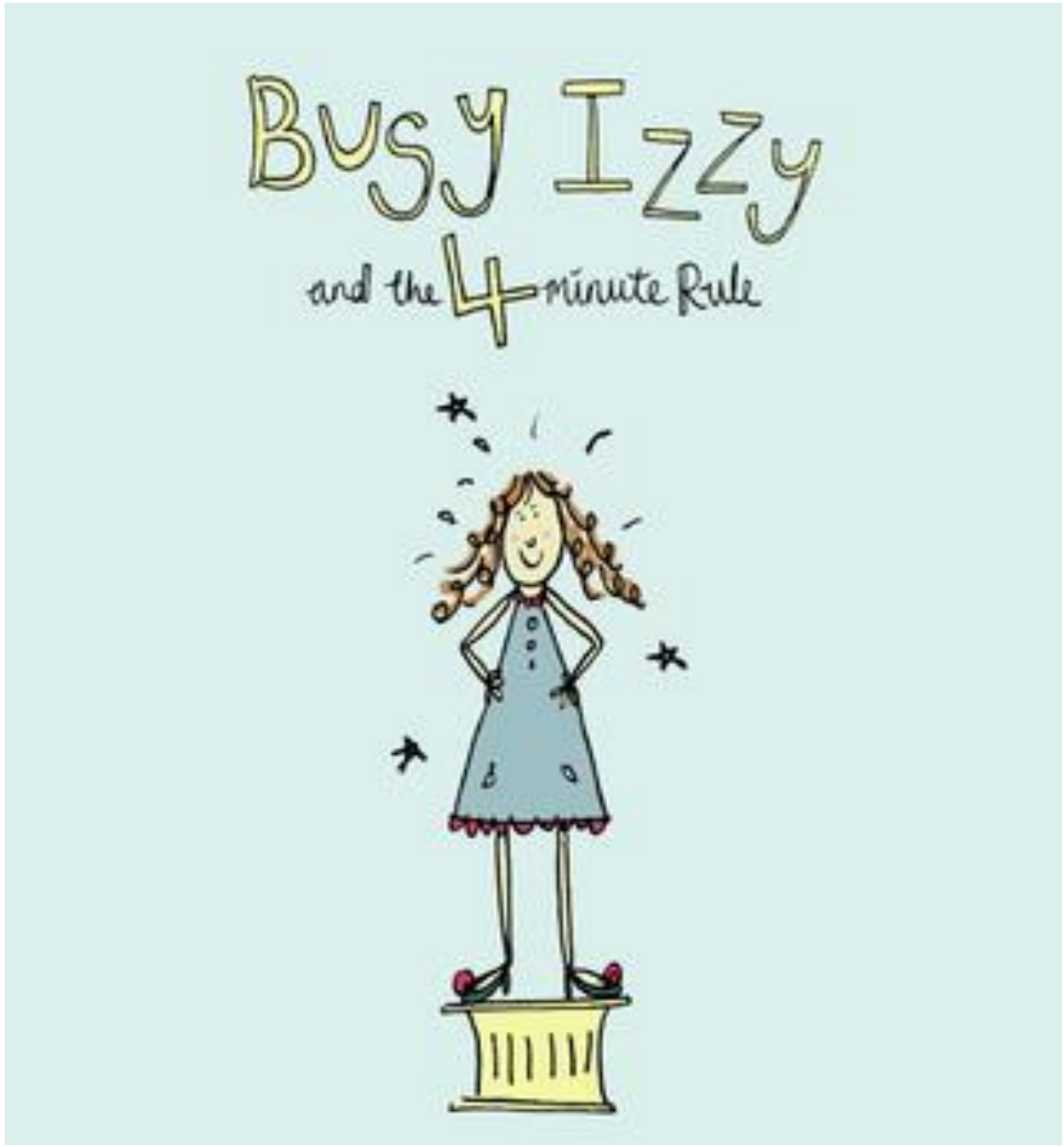
- In pairs - take it in turns to help your partner write their 'Why' sentence
  - Make it inspiring
  - Make it authentic
  - Make it 'hairs on the back of your neck' kinda stuff

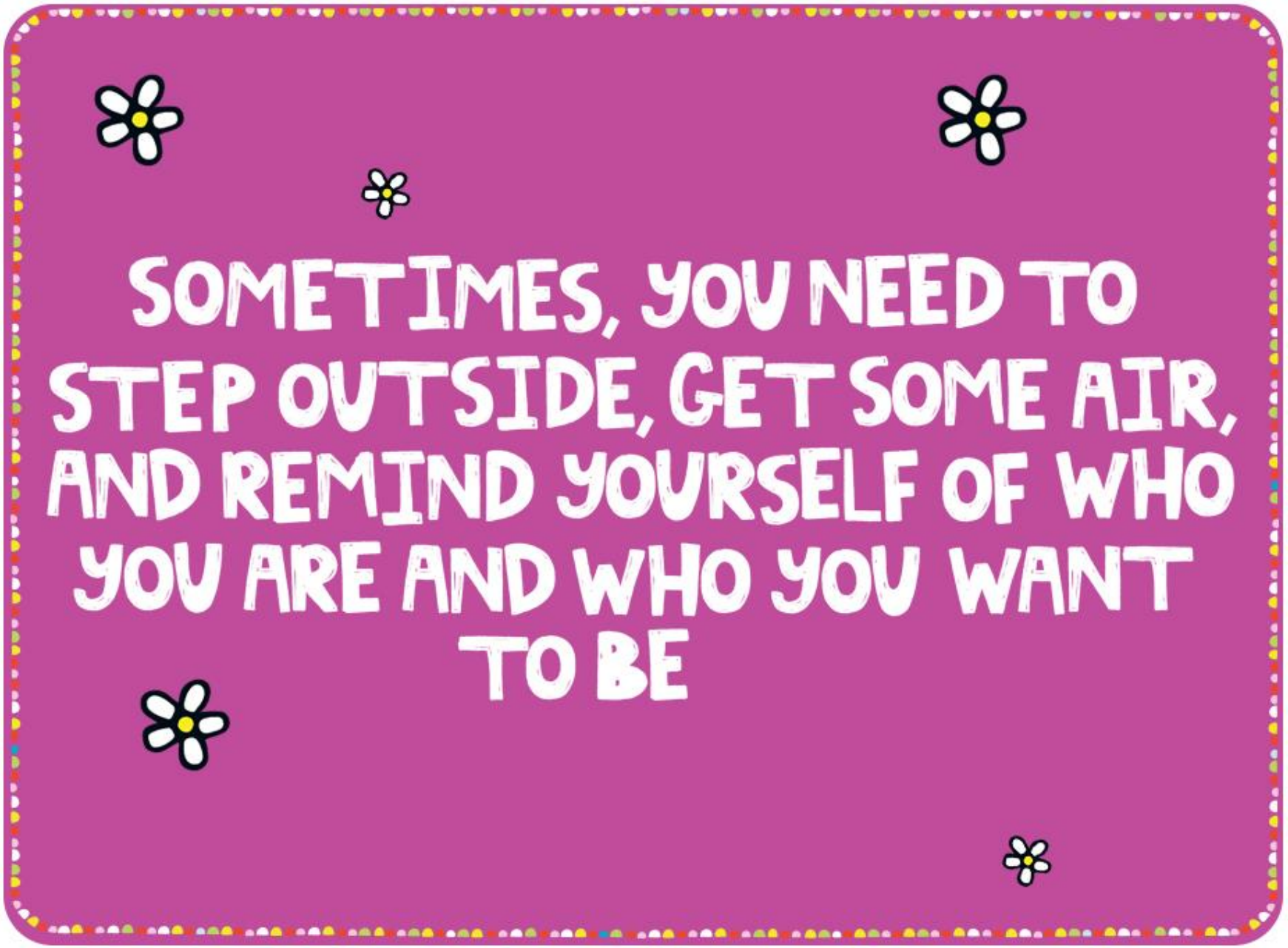
Exercise:

Job Crafting

- Based on Amy Wrzesniewski's TED Talk
- Think about ways you could craft your job to have more positive impact and LIVE YOUR WHY

1. How could you re-frame your ATTITUDE towards your work so that it's a **calling** not a job
2. What TASKS could you craft so that you 'live' this?
3. What RELATIONSHIPS could you alter/forge/develop/nurture?


Busy Izzy
and the 4 minute Rule



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EXERCISE:

If its to be it's up to me

1. Biggest learning point of the workshop?
2. What are you going to do differently? (at work and home)

Join the 2%ers Club at

www.artofbrilliance.co.uk

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