

Montana SHRM WINNING PLAYBOOK

**UNLEASH THE LEADER WITHIN
YOU**



Unleash The
WINNER
Within You

With **COACH SHERRY WINN**

The image shows a book cover for 'Unleash the Winner Within You' by Coach Sherry Winn. The cover features a photograph of Coach Sherry Winn, a woman in a dark suit, standing in front of a collage of smaller images. The title is written in a mix of serif and script fonts. Below the title, it says 'A Success Game Plan for Business, Leadership and Life'. The author's name 'COACH SHERRY WINN' is at the bottom.

BOOK COACH WINN NOW www.coachwinnspeaks.com coachwinn@coachwinnspeaks.com

ABOUT COACH WINN

Coach Sherry Winn is an in-demand motivational speaker, a leading success coach and seminar trainer, a two-time Olympian, a *national championship basketball coach*, and an Amazon best seller. She has written five books including, "***Unleash the Winner within You: A Success Game Plan for Business, Leadership and Life.***" Thousands, from small business owners to athletic coaches to corporate executives, have enjoyed Coach Winn's powerful interactive and humorous WINNING presentations.

With over 34 years of practicing leadership as an elite athlete and collegiate basketball coach, Sherry is an expert on coaching leaders and team members to championship status. She has successfully taken people beyond their levels of comfort to "WIN" against competitors who were superior in talent, facilities, and financial budgets. Through her WIN Philosophy™ and WINNER Principles™, she teaches leaders and team members to be victorious even when the odds appear to be insurmountable.

A recognized authority on leadership and team development, Coach Winn shares with you the WINNER Principles which will enable you to rejuvenate, invigorate and stimulate you and your team members to become agents of change.

Audiences rave about Coach Winn's ability to enthusiastically deliver messages woven into humorous stories which are applicable for individuals within all levels of organizations. A passionate, sought-after author, speaker and business consultant, Coach Winn is characterized by friends, colleagues, and clients as one of the most benevolent, perceptive and influential individuals in the business today.

Coach Winn is the originator of the WIN Philosophy™ and the WINNER Principles™, and is known for her passion and belief system that ALL things are possible.

To book Coach Winn for a media appearance, speaking or seminar engagements, or to inquire about her WINNING Coaching, call 304-380-4398, email her at coachwinn@coachwinnspeaks.com, or visit her website at www.coachwinnspeaks.com.

You can *keep connected with* Coach Winn at www.facebook.com/coachwinnspeaks or www.twitter.com/coachwinnspeaks.

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THE SEVEN KEY ELEMENTS OF A WINNING TEAM™

Foundational Truth #1: *Most people want to be on a _____ team but most people don't know how to play like a _____ team.*

IF YOU ASKED YOUR TEAM MEMBERS RIGHT NOW WHAT YOUR TOP FIVE CULTURAL VALUES ARE, WHAT WOULD THEY LIST?

WRITE DOWN YOUR TOP FIVE VALUES THAT MAKE YOUR CULTURE A WINNING CULTURE:

1. _____
2. _____
3. _____
4. _____
5. _____

FOUNDATIONAL TRUTH #2: *Teams fail to win championships because they are not willing to _____ to the winning _____ of a team.*

The SEVEN elements of a winning team:

1. Willing to commit to a _____.
2. Invested in the _____.
3. _____ one another.
4. Neutralize _____ immediately.
5. Intend to _____ other people.
6. Nudge people towards _____,
_____ and _____.
7. Generate _____ every day.

WILLING TO COMMIT TO A ROLE

FOUNDATIONAL TRUTH #3: *Without people willing to _____, there is no team.*

What happens to a group, a team, or a business if people refuse to commit to roles?

List 5 ways that you can make people feel good about the roles they have:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

INVESTED IN A COMMON GOAL

FOUNDATIONAL TRUTH #4: *There is a distinct difference between being _____ or being _____ to a goal. _____ people quit at the first challenge while _____ people get through all obstacles.*

A FORMULA FOR WRITING GOALS:

A-Are _____ and _____. Goals are nebulous when written as hopes or wishes. Write them as action steps.

C-_____ to the _____ of the goal. You need a big reason for accomplishing the goal. Write down the compelling reason you want to achieve this goal.

T-_____ . Give yourself a time for when the goal should be completed. Create a sense of urgency.

I-_____ yourself to act through _____. Your goals should inspire you to complete them by making you feel good when you visualize them.

O-_____ of the goal. You take total responsibility for your success and put your excuses to rest. Write down your beliefs which might prevent you from success, so you will recognize them and get through them.

N-_____ your goals by writing out smaller objectives which can be completed quicker. Celebrate these small successes as you complete them.

What are your top two goals in the following areas?

Personal Development:

- 1. _____
- 2. _____

Career:

- 1. _____
- 2. _____

Health:

- 1. _____
- 2. _____

Wealth:

- 1. _____
- 2. _____

Spirituality:

- 1. _____
- 2. _____

NOURISH ONE ANOTHER

Foundational Truth #5: *The best way to motivate another person is to let them know they are _____.*

LISTENING SKILLS TO ENSURE YOU NOURISH THE BEST RELATIONSHIP POSSIBLE:

1. Seek first to _____ and then to be _____. (Stephen Covey's Habit #5)
2. Discover the _____ of the _____.
3. Gently guide people back to the _____.
4. When other people get _____, don't _____ them.
5. Even when you know the _____, let the other person discover the _____.
6. Use _____ powerfully.
7. Make use of _____ questions.

NEUTRALIZE CONFLICTS IMMEDIATELY

FOUNDATIONAL TRUTH #6: *Conflicts can either _____ your team or _____ your team. How you _____ the conflict determines the outcome.*

SEVEN GROUND RULES FOR NEUTRALIZING CONFLICTS:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

INTEND TO UNDERSTAND OTHER PEOPLE

FOUNDATIONAL TRUTH #7: *To offer*

_____ is to build a bridge between two people—a bridge of _____, _____ and _____.

PRACTICE SAYING THESE FIVE PHRASES:

1. That is interesting _____ tell me more.
2. If I _____ you correctly, what you said was....
3. I'd really like to _____ you. Could you explain yourself more?
4. I love that you are _____.
5. I _____ this is important to you, can you give me a minute so I can give you my _____ attention?

INTEND TO UNDERSTAND OTHER PEOPLE

GETTING THROUGH TO YOUR TEAM MEMBERS SO THEY CAN HEAR YOU

DIRECT COMMUNICATORS

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INDIRECT COMMUNICATORS

INTEND TO UNDERSTAND OTHER PEOPLE

TIPS ON THE DIFFERENT PERSONALITY TYPES

GO GETTER:

STRENGTHS: excellent in crisis/focused/gets job done

WEAKNESSES: serious/autocratic/abrupt

- ✓ Work on projecting compassion.
- ✓ Schedule "chat" time to get to know other people.
- ✓ Practice active listening skills.
- ✓ Practice smiling.
- ✓ Learn how to delegate.

FUN LOVER:

STRENGTHS: creative/ energetic/fun

WEAKNESSES: not always realistic/too chipper/can appear inauthentic

- ✓ Improve time management and organizational skills.
- ✓ Learn to set goals and then abide by them.
- ✓ Avoid addressing people when upset.
- ✓ Prepare yourself with facts and logic when making presentations.
- ✓ Guard against misplaced compassion.

FACT FINDER:

STRENGTHS: detail oriented/excellent critical thinker/self-directed worker

WEAKNESSES: overly obsessive/indecisive/process slowly

- ✓ Make decisions on a timely basis.
- ✓ Don't hold everybody to your intellectual standards.
- ✓ Work on time management.
- ✓ Learn better communication skills especially listening.
- ✓ Know when enough research is enough.

KIND-HEARTED

STRENGTHS: good listeners/team players/nurturers

WEAKNESSES: not strong decision makers/overly sensitive/sometimes act like shrinks

- ✓ Balance compassion with logic.
- ✓ Learn to set goals and deadlines.
- ✓ Learn assertive communication skills.
- ✓ Practice taking risks.
- ✓ Rethink the logic and emotion behind decisions

NUDGE PEOPLE TO ACCOUNTABILITY AND RESPONSIBILITY

FOUNDATIONAL TRUTH #8: *to win, every team member must be _____ for the outcome.*

1. Honor your _____ and follow through on your _____.
2. Repeat phrases that evoke the _____, _____ and _____ you want in your work place.
3. Ask vital questions that keep people focused on _____ and _____.
4. When an unplanned event occurs that illustrates a _____ _____ call attention to it.
5. Share stories of _____ _____ and _____ those behaviors.
6. Focus on _____ factors.

GENERATE FUN EVERY DAY

FOUNDATIONAL TRUTH #9: *Happy people are more _____.*

List five ways you can incorporate fun at your company or organization:

1. _____
2. _____
3. _____
4. _____
5. _____

THE WINNER PRINCIPLES: I-IMPROVE YOUR COMMUNICATION SKILLS

FOUNDATIONAL TRUTH #10

----- *IS the relationship.*

Everything is a _____.

WHAT DOES COMMUNICATION ADD TO YOUR organization?

**Most people join _____ and leave
_____.**

People who feel valued are more likely to _____ and remain
_____.

To keep your team members happy and productive, form an environment where:

1. Communication is encouraged.
2. Integrity is valued.
3. Workers feel their voices are heard.

SWOT ANALYSIS: **S**trengths **W**eaknesses **O**pportunities **T**hreats

1. What are your communication strengths?
2. What are your major communication weaknesses?
3. What could you do that would build on your communication strengths?
4. What types of situations threaten your communication strengths?
5. What opportunities are there to build on your communication weaknesses?
6. What types of communication situations threaten your weaknesses?
7. What can you do to improve the communication opportunities and reduce the threats?

EXTRA SPECIAL BONUS MATERIAL

*THE WORDS YOU ARE SPEAKING
ARE SPEAKING YOU!!!!*

TEN great questions to ask:

1. Which pieces of your duties are you evading? Why are you evading them?
2. Do you think you are more limited by time, resources, or personnel?
3. Are there conversations with your team members or superiors that you are dodging right now?
4. Are there conversations with yourself that you are sidestepping right now?
5. What is your biggest fear when it comes to your job responsibilities?
6. How can our relationship be improved?
7. What is the one thing on your mind that you haven't said?
8. If you were in my position, what would you do differently and why?
9. What is your biggest time waster?
10. What is the one thing that you wish was achievable that is currently not possible?

FOUNDATIONAL TRUTH # 11: *People who hear _____ as _____ will never grow.*

Criticism is not about _____; it is about the other _____.

Criticism is meant to _____ or _____, not to _____.

Coaching or feedback is meant to _____, a means to gain _____.

Your job is to teach the following:

1. How to help others hear feedback.
2. How to provide feedback in such a way that other people will hear it better.
3. To provide positive feedback as often as possible.
4. To provide constructive feedback or coaching tips as a means to help others gain confidence in their abilities.

FOUNDATIONAL TRUTH # 12

You cannot _____ other people, but you can _____ the way you _____ to them so they have a better opportunity to _____ you.

The WINNER'S WAY to communication:

- **WALK**
- **INTEND**
- **NURTURE**
- **NEGOTIATE**
- **EXPECT**
- **RECOVER FROM THE PAST**

R-RECOVER FROM THE PAST

FOUNDATIONAL TRUTH #13: *“When you _____
your stories about the past, you create your
_____ about the future.”*

Coach Sherry Winn

- When I remember my past failures, I _____.
- My favorite story about my life is _____.
- The one story I can't get over is _____.
- When I was young I believed I could _____.
- Now my biggest goal is to _____.
- I used to tell people I was going to be a _____.
- The goal I've given up on is _____.
- When I remember my past successes, I _____.
- I am most jealous when I see other people _____.
- I no longer believe I can _____.
- If I could do anything I wanted to do, I would _____.
- I always smile when I tell this story: _____.
- I like to tell the story about _____.
- If I could redo my past, I would _____.
- If I let go of this story about _____, I would _____.
- The story which most impacts my future is _____.
- If I could forget one memory, I would forget _____.
- If I could forgive myself for _____ then I would _____.

WINNER'S METHOD OF COMMUNICATION

FOUNDATIONAL TRUTH #13 *“If you avoid the
-----, you are guaranteed that the
----- will suffer.”*

A TEMPLATE FOR VICTORIOUS CONVERSATIONS:

- 1. VERIFY**
- 2. IDENTIFY**
- 3. CALL**
- 4. TELL**
- 5. OFFER**
- 6. RELATE**
- 7. INTEND**
- 8. OBTAIN**
- 9. UNITE**
- 10. STATE**

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HOW YOU CAN BENEFIT FROM COACH WINN

Zig Ziglar said, "Some people say motivation doesn't last; neither does taking a bath. That is why we need to do it every day."

*Have you ever heard of the **50-mile rule**?*

*Your staff and team members know you and hear you on a daily basis, which means they sometimes discard **your expertise**.*

They need to hear YOUR message from somebody else.

The 50-mile rule states that you can't be a leading authority unless you live 50 miles away. People tend to listen to experts who live outside their community even when it is the SAME MESSAGE you've been teaching.

What are your plans to motivate your team members?

Coach Winn is here to offer you continual paths to success. She will partner with you to help your company and/or organization continue on winning ways.

Here are some options:

- ✓ Sign up for her **free** weekly newsletter.
- ✓ Follow her on Face Book and twitter. (coachwinnspeaks)
- ✓ Purchase and read her books.
- ✓ Become a member of **TEAM WINN**. Get an application for personal coaching. (3 different levels of coaching. Ask Coach Winn for the different levels.)
- ✓ Leadership training at your organization.
- ✓ Keynote speaker at your company or organization.
- ✓ Seminars and breakout training sessions on communication, team building, and time management.
- ✓ Sign up for **Video Coaching Sessions**. (Request more details.)

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COACH WINN'S MENTORING SESSIONS

THE BENEFITS AND BONUSES YOU WILL RECEIVE:

12 INNER WINNER recorded mentoring Video Sessions (Value \$900)

- ✓ Learn the SEVEN Foundational Blocks to Savvy WINNER's Mindsets.
- ✓ Gain the *secret* RECEIPE to recover quickly from past mistakes.
- ✓ Acquire *THE FIVE MOST POWERFUL* nourishment strategies for growing the WINNER within you.
- ✓ Utilize the *two magical* influence phrases to achieve ALL your goals.
- ✓ Increase your NINJA mindset for getting more work done in half the time.

SPECIAL BONUSES

24 Newsletters offering <i>NEW</i> and <i>VITAL</i> Information	VALUE: \$60.00
1 <i>FREE</i> 30 Minute Coaching Call	VALUE: \$75.00
7 <i>FREE</i> Interactive Action Guides	VALUE: \$35.00
1 FREE BOOK	VALUE: \$24.95

TOTAL BONUS VALUE: \$194.95

TOTAL VALUE: \$1094.95

Your Investment: \$197

PLEASE WRITE LEGIBLY

Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____

Signature: _____ Date: _____