



**Connect To The Core**

**Presents**

**“Don’t Waste This Crisis –  
Leadership and Communication  
in Times of Turmoil”**



# The Three C's Leadership Model





- We can't control our circumstances, only our reactions
- There is a split second choice
- You are in charge of the choices you make



# The Three C's Leadership Model





# Commitment

- You have to make a commitment to see things from a positive POV
- You will be tested



# The Three C's Leadership Model





# Capability

- After you make a commitment you have created a new capability
- This is your most important leadership capability

1. Go on a “Media Diet”
2. Be grateful



# Gratitude Exercise

**1. I am grateful for...**

**How will you express this gratitude?**

**2. I am grateful for...**

**How will you express this gratitude?**

**3. I am grateful for...**

**How will you express this gratitude?**



# Gratitude Exercise

## **1. I'm grateful for my family and friends**

- My Family is always there when I get home from a long day.
- My spouse believes in me.
- My friends have listened to my problems and offer support.

## **How will you express this gratitude?**

- Be present when I get home and spend quality time with my kids.
- Be honest and open with my spouse and include him/her in important decisions.
- Host a dinner for my friends at my home.



# Gratitude Exercise

## 1. I'm grateful for my family and friends

- My Family is always there when I get home from a long day.
- My spouse believes in me.
- My friends have listened to my problems and offer support.

### How will you express this gratitude?

- Be present when I get home and spend quality time with my kids.
- Be honest and open with my spouse and include him/her in important decisions.
- Host a dinner for my friends at my home.

2.

### How will you express this gratitude?

3.

### How will you express this gratitude?

1. Go on a “Media Diet”

2. Be grateful

3. Be generous



# Generosity Exercise

Generous Act	Initial Impact	Further Impact
1.		
2.		
3.		
4.		
5.		



# Generosity Exercise

## Generous Act

1. Give \$100 to each staff member to contribute to their community in unique ways.



# Generosity Exercise

## Initial Impact

A family received 2 weeks worth of groceries.



# Generosity Exercise

## Further Impact

Staff members felt like their own life had been enriched. And sharing the story led to giving to more families.



# Generosity Exercise

<b>Generous Act</b>	<b>Initial Impact</b>	<b>Further Impact</b>
1. Give \$100 to each staff member to contribute to their community in unique ways.	A family received 2 weeks worth of groceries.	Staff members felt like their own life had been enriched. And sharing the story led to giving to more families.
2.		
3.		
4.		
5.		

1. Go on a “Media Diet”

2. Be grateful

3. Be generous

4. What if?



# What If?

<b>Concerns</b>	<b>What if the worst happens?</b>	<b>What does that mean?</b>	<b>Plan of Action</b>
			<b>First Step</b>
			<b>First Step</b>
			<b>First Step</b>

## **Concerns**

**What if I can't make my mortgage payments.**

## **What if the worst happens?**

**I would lose my house.**

## **What does that mean?**

**My family would have nowhere to live.**

## **Plan of Action**

**Speak with in-laws about moving in with them temporarily.**



# What If?

## **First Step**

**Set-up Family meeting for next  
Thursday.**



# What If?

Concerns	What if the worst happens?	What does that mean?	Plan of Action
What if I can't make my mortgage payments.	I would lose my house.	My family would have nowhere to live.	Speak with in-laws about moving in with them temporarily. <b>First Step</b> Set-up Family meeting for next Thursday.
			<b>First Step</b>
			<b>First Step</b>

1. Go on a “Media Diet”
2. Be grateful
3. Be generous
4. What if?
5. Stay in communication
6. Be proactive
7. Learn the lesson



# It's time to Connect To The Core

Become an exceptional communicator and increase your sales by calling us today.

Connect To The Core Inc.

20 Burkebrook Place

Suite 513

Toronto, ON

M4G 0A1

[www.connecttothecore.com](http://www.connecttothecore.com)

[info@connecttothecore.com](mailto:info@connecttothecore.com)

416-696-2020

416-696-0042 Fax