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*Bringing effective **insight**
to your organization SM*

Open Line

Guest,

Welcome to:

Re-energize Your Sales Team & Staff

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here: 



Featured Guest:
Mike Pierce

Phone: 760-230-2187
Email: antarcticmike@gmail.com

Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code

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Book: www.crackingthepersonalitycode.com



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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
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Why I went to Antarctica

- Had little to do with cold weather or running
- Rather, it was about following in the footsteps of whom I consider one of the greatest leaders of men ever, Ernest Shackleton
- The parallels between an Antarctic expedition and what a small business does are amazing



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When the ship gets stuck in the ice, what do you do?

- Shackleton taught his guys the greatest threat they face is NOT the ice or ship being stuck, but the lack of their minds not staying engaged and moving forward.
- Separate what you have NO control over from what you have TOTAL control over.

2



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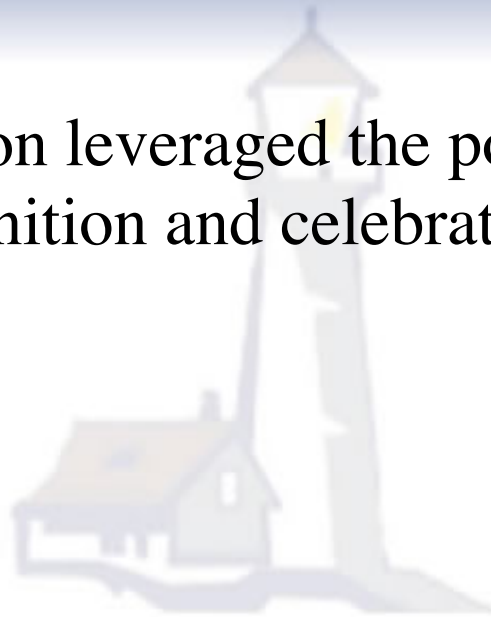
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Shackleton leveraged the power of recognition and celebration.



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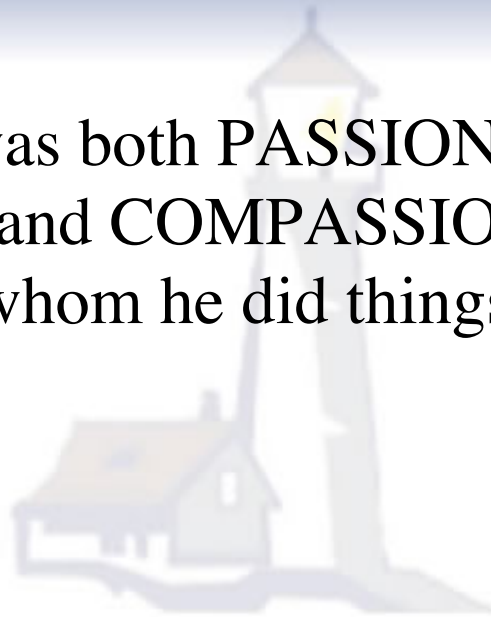
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Shackleton was both **PASSIONATE** about
what he did and **COMPASSIONATE** for
those whom he did things for.



4



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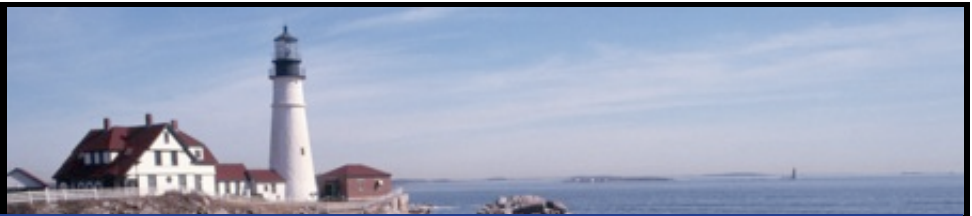
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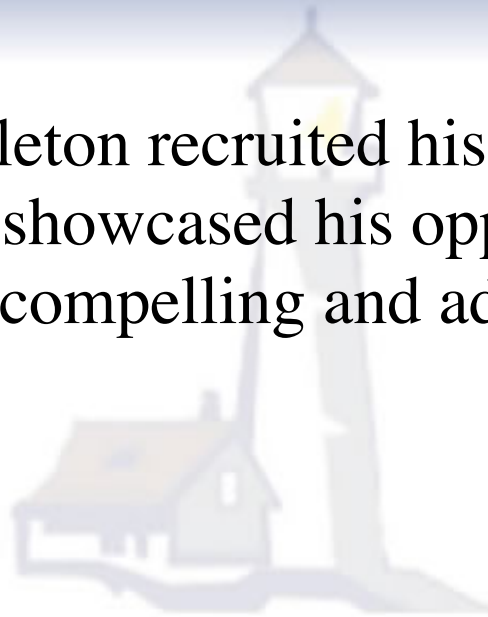
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How Shackleton recruited his team was amazing: He showcased his opportunity to be different, compelling and adventurous.



5



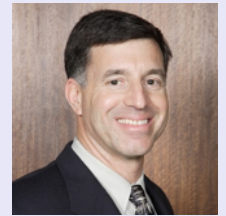
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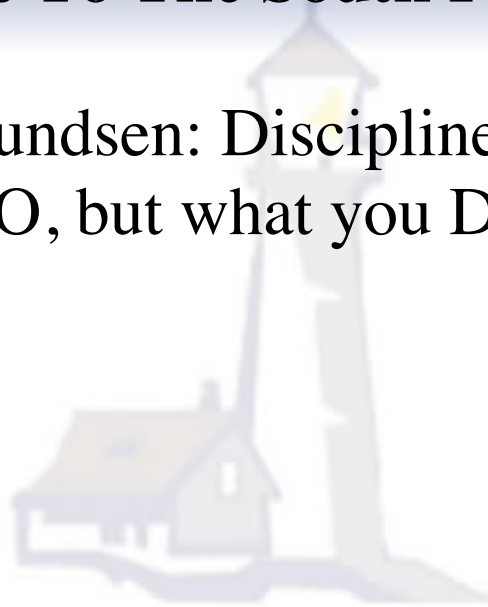


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Race To The South Pole

Scott vs Amundsen: Discipline is not just
what you DO, but what you DON'T do.



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Sacrifice

The difference between making inconvenient choices vs choices that are truly sacrificial, that really cost you something costly.



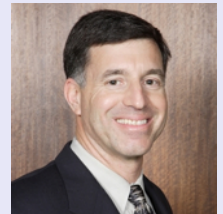
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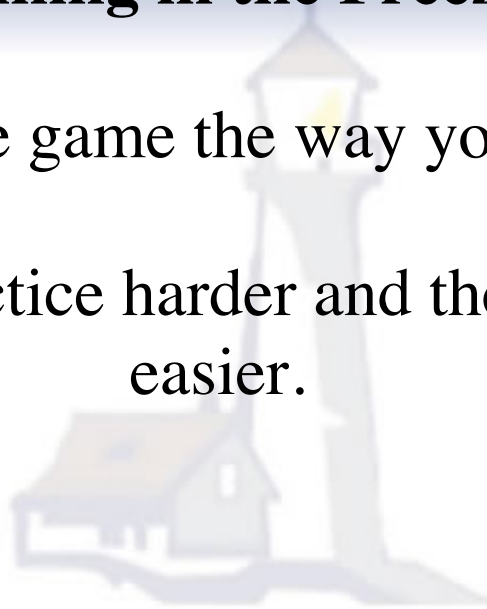
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Training in the Freezer

You play the game the way you practice.

Make the practice harder and the game goes easier.



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How you define your gold medal is critical
to leading people effectively.



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Re-encentivize Your Sales Team & Staff**

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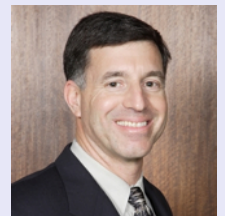
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