



## KEVIN LANE TURNER & TURNER LEADERSHIP STRATEGIES

*Sustainable change through Training-Over-Time.*



LEADERSHIP DEVELOPMENT | C-SUITE ADVISORY | TEAM PERFORMANCE TRAINING | TURNAROUNDS

### Summer 2018 Newsletter

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## What Our Clients Say

### Client Feedback

*Our firm builds enduring client relationships through the results we produce. Find out "how" from unsolicited feedback we've received.*

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*Help us learn how we can serve you and your organization.*

## Our Office

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### What Others Say:

*"I just wanted to let you know how much I enjoyed your Leadership Training. It appeared when I found myself at a real crossroads and **it helped me immensely with maneuvering through a difficult time in my career.**"*

- NT, Fortune 200 Co.

## Can You Guess Who This Is?

It is a known fact that some of the happiest people at work are those who are mastering their work, who work to become great at what they do.

How can you master your skill? Do you know the specific steps required for you to master your skill?

How can you master your profession? Do you know the specific steps required for you to master your profession?

How does anyone get good at anything?

### With football just around the corner . . .

Like so many other great athletes, such as basketball's Michael Jordan, and football's Walter Payton and Jerry Rice, to master his skill and profession, "Our Subject" first studied excellence in others and what made each of them great at their craft. He then worked harder than those around him to practice what he learned. This is how "Our Subject" achieved excellence in his craft. His approach is at the heart of creating strong, successful habits. And *excellent habits breed happiness.*

Our Subject's approach is summed up in three steps:

1. Very early in his NFL career, he asked himself, *"Who is the best receiver in the NFL and who is the best defensive back in the NFL?"* His answer? Jerry Rice, Hall of Fame receiver of the San Francisco 49ers, was the best receiver ("God in cleats" as others put it) and Daryl Green was the best defensive back.
2. He then studied the *personal practice workouts* of these two great players down to every detail. But it wasn't enough to just know what the great ones did. Our Subject's third step was what set him apart from the pack and made him a Hall-of-Fame NFL player.
3. He then applied the information he learned about both Green's and Rice's daily workouts and he started performing three workouts each day. His morning workout was an exact duplication of Daryl Green's workout. His afternoon workout was an exact duplication of Jerry Rice's workout. And his evening workout was one he developed for himself. Three different workouts **every day!**

## Quotes of the Day

*"Desire is the starting point of all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything."*

- Napoleon Hill

*"Life is 10% what happens to you, and 90% how you respond to it."*

- Lou Holtz

"Our Subject" did these three workouts every week, year after year. So in the spirit of the 10,000 hours to attain excellence, is it any wonder why he was one of the best NFL receivers in history?

### However, where did "Our Subject" get the work ethic to do all of that practice?

His work ethic came from his childhood. Being one of the youngest in a house of 17 kids, he was always one of the slowest at anything physical. Not only that, but he was also the slowest among his neighborhood friends. Hating the feelings of being the slowest, of being a failure, at an early age he started running around the blocks of his neighborhood...every day, seven days a week...just running. In time, he transformed himself from being the slowest to the fastest. And that's when his football career took off while in junior high and high school.

### So, how can you be your happiest at work?

First, it begins with the right attitude, an attitude of focusing on the things you can control (like choosing to master your skill and your profession), vs. the things you cannot control.

Second, you must apply a strong work ethic. Otherwise, you just find and make excuses for laziness and procrastination.

And third, you master your work by focusing on what makes your skill-set great and then applying "Deliberate Practice" to build the strong habits of success in your work. Once this happens, the *sensation* of success comes from the *accomplishment* of a practice well done which then creates the *emotion* of happiness...and at that point, everyone wins!

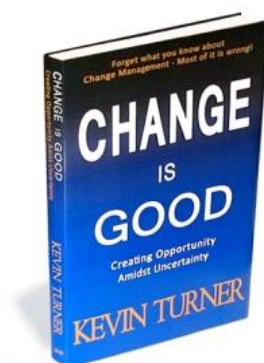
### "Our Subject's story reminds me of a quote from the book *Mindset*, by Carol Dweck.

*"Even when you think you're not good at something, you can still plunge into it wholeheartedly and stick to it. Actually, sometimes you plunge into something because you're not good at it. This is a wonderful feature of the growth mindset. You don't have to think you're already great at something to want to do it and to enjoy doing it."*

It is never too late to choose to be great at what you do, and then to do something about it. And when you do carry out this choice, it'll make you happier at work and you'll be much more successful and productive!

So now, have guessed who our subject is? Email me your guess ([kevinturner@kt-qt.com](mailto:kevinturner@kt-qt.com)) and if you're correct, I will send you a signed copy of my latest book. Enjoy!

## Change is Good



*"Practical...easy to understand, not theoretical. [The] stepped approach...[is] a good process to stay focused and avoid distractions (or temptations) that divert one from the task at hand"*

- Mike Kotubey, President of TDIndustries, Inc.

Kevin Lane Turner's book ***Change is Good: Creating Opportunity Amidst Uncertainty***.

Learn about implementing sustainable change.

**Order your copy today.**

