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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.

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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.

Happy People and Their Work Ethic

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?

Known as "The Playmaker," the Dallas Cowboys' Michael Irvin was the 15th of 17 children.

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, Michael Irvin 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 Irvin achieved excellence in his craft. His approach is at the heart of creating strong, successful habits. And excellent habits breed happiness.

Michael Irvin's approach is summed up in three steps:

1. Very early in his NFL career, Irvin 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 Irvin put it) and Daryl Green was the best defensive back.
2. Irvin 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. Irvin's third step was what set Irvin apart from the pack and made him a Hall-of-Fame NFL player.
3. Irvin then applied the information he learned about both Green's and Rice's daily workouts and Irvin started performing three workouts each day. Irvin's morning workout was an exact duplication of Daryl Green's workout. His afternoon workout was an exact duplication of Jerry Rice's workout. And Irvin's evening workout was one Irvin 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

Michael Irvin 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 Irvin was one of the best NFL receivers in history?

However, where did Michael Irvin get the work ethic to do all of that practice?

Irvin's work ethic came from his childhood. Being one of the youngest in a house of 17 kids, Irvin 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 Irvin started running around the blocks of his neighborhood...every day, seven days a week...just running. In time, Irvin 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 happy 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 your laziness and procrastination.

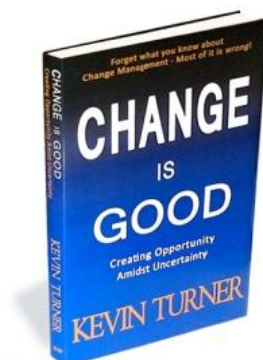
And third, you master your work by focusing on what makes your skill-set great and then applying "Deliberate Practice" to build the strong habits of success in your work. Once this happens, the sensation of success that comes from the accomplishment of a practice well done then creates the emotion of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

Michael Irvin'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 happy at work!

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.