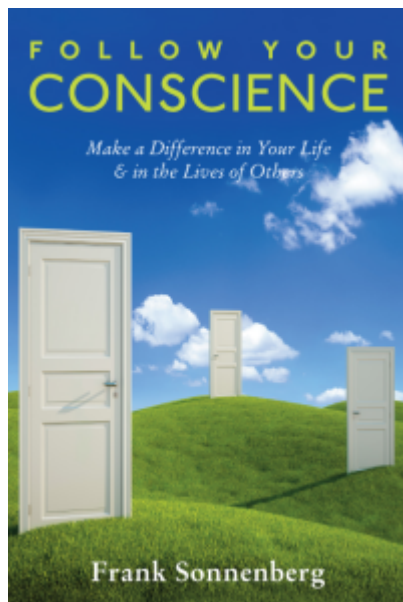


Follow Your Conscience – Book Excerpt by Frank Sonnenberg

Follow Your Conscience-Book Excerpt From the latest book by award winning author, Frank Sonnenberg

Irene Becker, Just Coach It-The 3Q Edge™ (IQ-EQ-SQ)

3Q Leadership™ Blog- 50,000+ Social Media Followers & Growing!



**Bonus: Great read except from award
winning, Managing with a Conscience by
Frank Sonnenberg and 10 more inspiring,
insightful links!**

Frank Sonnenberg is an award-winning author who has written five books, over 300 articles and is the recipient of numerous national awards in the USA. His latest book, Follow Your Conscience, take the reader on an empowering, motivating journey on what it takes to make a difference in your life and

the lives of others.

Frank's message of character, integrity and values is a timeless and important linchpin for our individual and collective sustainability; a critical lever for great leadership. Thank you, Frank Sonnenberg for your outstanding work and contribution.



11 Traits of a Fair-Minded Person

Fairness affects everything we do. It shapes our judgment, impacts our credibility, affects our ability to trust, and influences our loyalty and motivation. It can bolster or damage a career, strengthen or torpedo a relationship, and advance or ruin a leader's authority. What makes a person fair?

- **Rational.** Fair-minded people employ clear and sensible thinking. They examine both sides of an issue before forming an opinion. Fair-minded people make decisions based on hard evidence and reason rather than emotion; they know the whole story rather than just some of the facts.
- **Objective.** Fair-minded people make impartial judgments,

free from personal bias. They disclose any bias before offering an opinion.

- **Open-minded.** Fair-minded people are tolerant and non-discriminating, accepting of the views of others. Fair-minded people are true to their own beliefs without forcing them on others. As Oscar Wilde said, "Selfishness is not living as one wishes to live, it is asking others to live as one wishes to live."
- **Reasonable.** Fair-minded people challenge others by setting high, yet realistic, expectations. They ask of others only what they're willing to do themselves. Furthermore, fair-minded people pay a fair day's wage for an honest day's work.
- **Even-handed.** Fair-minded people give everyone an equal opportunity to succeed devoid of favoritism. They treat bosses and subordinates with the same level of respect. Furthermore, fair-minded people discourage any real or perceived favoritism that may result from conducting business with friends or acquaintances.
- **Sound judgment.** Fair-minded people reward folks based on the value they provide rather than on the basis of subjective assessment.
- **Rule abiding.** Fair-minded people follow the spirit as well as the letter of the law. They do what's right rather than what's politically expedient. Fair-minded people never twist rules for personal gain.
- **Contributor.** Fair-minded people make a concerted effort to pull their own weight rather than living off the hard work of others. They "get in the game" rather than criticizing from the sidelines.
- **Deserving.** Fair-minded people do not request special favors or accept unearned rewards. Furthermore, fair-minded people wait their turn in line rather than pushing their way to the front.
- **Sound leadership.** Fair-minded people earn the respect of their colleagues through their expertise, personal integrity, and ability to foster trust rather than

demanding it. When fair-minded people are in positions of power, they “do right” by people and go out of their way to serve as exemplary role models. Furthermore, fair-minded people create a win-win environment. They discourage situations in which people outmaneuver one another to gain the upper hand. They avoid zero-sum games in which one-person’s win translates into another person’s loss.

- **Selfless.** Fair-minded people are empathetic, willing to walk in another person’s shoes before making a judgment. Furthermore, as fair-minded people climb the ladder of success, they lift up others and are genuinely happy for their success.

This is adapted from **Follow Your Conscience: Make a Difference in Your Life & in the Lives of Others** By Frank Sonnenberg © 2014 Frank Sonnenberg. All rights reserved.

Author Bio: Frank Sonnenberg



Frank is an award-winning author. He has written five books and over 300 articles. Frank was recently named one of “America’s Top 100 Thought Leaders” and nominated as one of “America’s Most Influential Small Business Experts.” Frank has served on several boards and has consulted to some of the largest and most respected companies in the world. Additionally, **FrankSonnenbergOnline** was named among the “Best 21st Century Leadership Blogs” and one of the “Top 100 Socially-Shared Leadership Blogs.”

Visit Frank’s Website Join Frank on Twitter at **@fsonnenberg**
Google+ Pinterest

More? You Betcha

- **Great Read Excerpt of Managing With A Conscience** by Frank Sonnenberg
- **Our Greatest Hope**

▪ What Does Leadership Really Mean?

Anything else? YES. Our new website and blog with expanded collaborators, programs and services for individuals, organizations and emerging leaders debuts end April 2015. Stay Tuned!

Are you ready to find a new way, a better and faster way to build strong leadership, communication influence and career success at the speed of change/challenges? We are here to help!



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Get Smarter, Happier and Take Control of YOUR Time!

5 Practical Tips and More...

A Time Management Self Quiz and Over 1500 Great Infographics and Posts!

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PsyBlog recently shared 20 Everyday Activities That Keep Memory and Thinking Sharp. If you have not read the post, it is a worthy read in that it details simple ways to stay sharp that are centered around crafts, artistic activities and socializing. Yes, that's right you can enhance

your memory and develop sharp thinking by engaging in activities that are FUN.



What did you accomplish yesterday? Did your accomplishments include an activity that fed your imagination, your emotions and brought a smile to your face? Why is cultivating your imagination, your emotional wellbeing and your sense of

happiness important?

- 1. Health**
- 2. Cognitive ability**
- 3. Emotional well-being/resiliency**
- 4. Productivity-yes being happier increases productivity**

How much time did you waste yesterday locked in a battle of frustration or stress that sucked your energy, limited your productivity? The imperative to start one's day with not only goals, but intentions that take us forward is critical. Time spent organizing your thoughts, your intentions and resetting your attitude so that you are prepared to seize the day rather than having the day seize you is time well spent. How can you optimize your time? Build a stronger brain,

enhance emotional resiliency, improve your attitude, inject fun and human social time into your day?



What's stopping you? Many people will say that they do not have time, but each day holds 24 hours, 1,440 minutes or 86,400 seconds that must be devoted to not simply work, but to the fun activities, the leisure time, the down time that helps our brain, our emotions and our souls survive and thrive!



Here are five simple, powerful steps, a time management self quiz and some excellent posts and tips to help you get smarter, feel happier and take control of your time!



1. Prioritize and plan! Find a simple, practical way to get organized. Developed by President Eisenhower, this simple matrix is brilliant and powerful. I have worked with many Project Managers with large portfolios and responsibilities. Most of my PMP clients love the Eisenhower chart, and all clients who use it find it helpful because it is practical, simple and allows you to transfer areas of priority from one day to the next!

Eisenhower Chart:

Divide a sheet of paper into four columns, prioritizing what you must do now, need to do asap, can do in the future and other items that can wait.

Use a new chart each day.

Urgent

Important

To Do

Can Wait



2. Start your day with the right attitude. What YOU focus on grows! Attitude is altitude. If you get up on the wrong side of the bed, find a personal ritual, a habit that will help you get positive and put a smile on your

face.

Go ahead, find something that will make you smile, and get you to feel happier!

Be careful
how you
are talking
to yourself
because you
are listening.

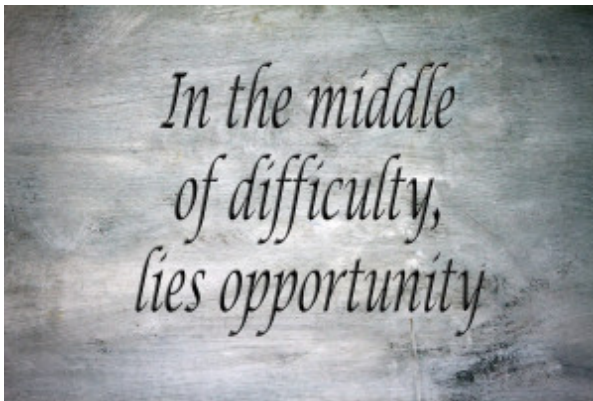
~Lisa M. Hayes

3. Words make worlds. Watch your self-talk. Close down the voice of negativity that follows you because your brain is wired to hunt out negativity and is the greatest conspiracy theorist you will meet. Our primal wiring has us on the lookout for

predators, and while it served us well when we were living in caves, it is in most cases a current day impediment because it directs our thoughts to all that is negative impedes our ability to see the solution, the caveat in the problem we are facing.



4. Stretch and grow! Be a change leader. Embrace and grow your ability to change and evolve by doing simple things that build cognitive dexterity, emotional resiliency. Examples: Make one small change each day in a habitual routine. Take a new way home. Brush your teeth with your non-dominant hand. Learn something new. Start looking for the bright side in every change or challenge. Stretch and grow.



5. Understand your time management challenges and turn them around! Adapt, optimize your time, your results and your ability live and lead forward!

Find the gap, understand where you are not optimizing your time and turn it around!



Time Management Self-Quiz

Find one area you can improve and dedicate yourself to improving it for the next two weeks!

- 1. Do you separate urgent matters from other demands?**
- 2. Have you cultivated the art of remaining focused on what really counts, rather than being overloaded by extraneous information?**
- 3. Do you allocate one hour a day for ME time-time to think, read, plan, daydream, have fun or do something creative?**
- 4. Do you spend time each day cultivating relationships (business, personal, familial)?**
- 5. Are you focused on being the best you can be in the moment, rather than chasing some unattainable standard of perfection?**
- 6. Do you have a system that allows you to browse**

business or professional journals/articles you need to read in a way that is fast and effective without getting stuck in information overload?

7. Do you make sure that you have regular holidays or work breaks that include experiences that are memorable and fun for you?

8. Were you on time for all your appointments last week?

9. Do you meet your work and personal deadlines?

10. Do you return all phone calls and emails within 24 hours?

11. Do you have a system for organizing and dealing effectively with emails?

12. Are you working at a job you love or do you have a career plan to find a new/different position?

13. Have you mastered the art of delegating?

14. Do you have a 3 year personal and career objectives, and a system to help you transform goals into results?

15. Do you spend time each day nurturing your soul; finding ways to tap into your highest power that inspire your best self?

Image Credits: Big Stock Photo

Anything else? You Betcha! There is no time like the present to get smarter, happier and take control of YOUR time. Here are some posts to help!

Cool Tools: Exercises that take less than 5 minutes and can help you think, feel and do better!

Actualize Your Greatest Potential Now-3Q Edge™ Cheat Sheet

Best Self and Career-Ten Minute Self-Test

The Pause: A 3 Minute, Simple, Powerful, Transformative Exercise

Get Re-inspired in Five Minutes or Less

Ten Ways to Build Happiness and Increase Productivity

The Happiness Compendium

Too Busy to Get Happy-Think again!

The Happiness Course

The Empowerment Compendium

Performance Optimization and Success in Disruptive Times

Brain Food: Over 600 Posts and Infographics

Life, Happiness, Success: Over 600 Infographics and Posts

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Ten New Rules of Business Success

Are YOU following the new rules of business success? New rules of business success will continue to grow as we move from the age of information to the age of innovation. Here are ten new rules, and over 500 insightful and practical business and leadership links!

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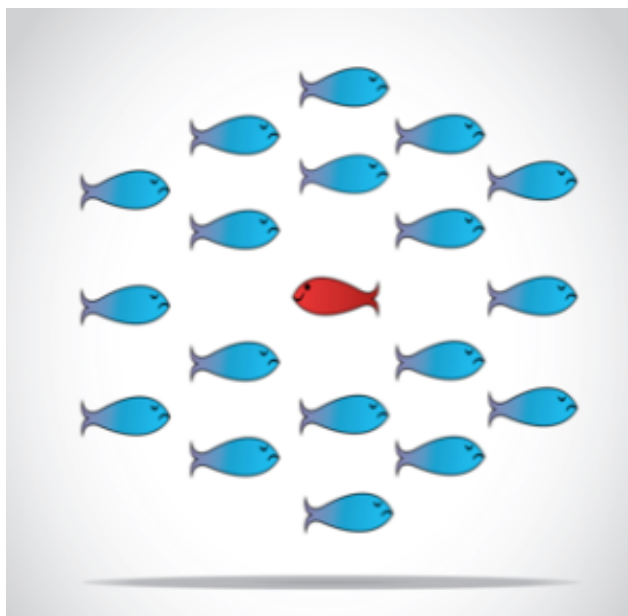
Big fish, little fish, all fish swimming in this new world and marketplace must make a critical shift forward because changes, challenges, hyper-competition and the opportunities they present will continue to accelerate.

Every change, challenge or element of competition presents you with an opportunity to get unstuck; an opportunity to think, communicate or execute in a new

way that takes YOU forward faster and better while helping you also build the cognitive and emotional dexterity, the ability to think differently/more creatively while building resiliency and grit is a winning combination! Success means thinking differently.



1. Champion the challenge by looking at your competition with new eyes! Study your competition to further determine what your clients and prospects want. Discovering the WANT is critical in a crowded marketplace, as is finding new ideas and gaps in products and services that you can fill by finding a new, better or customized solution. The imperative to get innovative and entrepreneurial is critical. *Read 3 More Lessons From Seth Godin: How To Build A Wildly Successful Business (Eric T. Wagner, Forbes 10/28/2014)*



2. Be a red fish! Again, the imperative to be entrepreneurial, to adopt an entrepreneurial or intra-preneurial mindset is critical. Know your clients/prospects, get clear on your objectives and make sure that you are working every day to take them forward. We are in a whole

new marketplace where bright upstarts are overtaking established brands; a new era of David and Goliath competition . *Read Why Entrepreneurs Should Read Malcolm Gladwell's David and Goliath, Glen Tulliman, Forbes*



3. Pack a purposeful punch! Build a strong an resilient culture by developing enlightened self interest! Purpose equals profit on a multiplicity of levels. Purpose speaks to the shared values and objectives that drive great leadership, great strategy, great

teamwork, great innovation and collaboration, great communication. Purpose that speaks to your commitment to excellence and to serving employees, clients, stakeholders and the community your serve. *Read*

Enlightened Self Interest



4. Create the right environment for collaboration. Build a community of purpose; external and internal alliances of like-minded people with complimentary and different skills sets who share your values and

objectives. Raising a child demands a village, so does building a successful business, professional practice or organization . Creating the right environment for internal and external collaboration is critical and it includes developing stronger and better client relationships that drive customer service/satisfaction and help build your digital community of purpose *Read Leadership Means Developing A Community of Purpose*



5. Communicate for influence across social, digital

and cross generational lines. Hone your ability to develop a communication skill set that is bigger than yourself, bigger than your intrinsic communication style or pattern. Do not be limited by habits of communication, because you can learn to effectively communicate across social, digital and cross generational lines, and doing so is critical to your success . *Read From Now To How: Building Social, Virtual and Cross Generational Leadership*



6. Cultivate a growth mindset. Follow, read the landmark work of Carol Dweck around building a growth mindset. Remember, YOU are in control of your thoughts, and YOUR thoughts, YOUR perspective, YOUR ability to choose to grow, evolve and flourish is the fire that can and will take you fire. No desire, no growth; and if you are not growing your business, professional practice or organization will ultimately crumble, stumble, sputter and fail. *Read How Can You Change From A Fixed Mindset To A*

Growth Mindset (Carol Dweck,



7. **Be a change leader and champion;** make change leadership skills a priority for your executive team, managers and people because developing a new relationship with change, is critical to the development of an entrepreneurial l (or intra-preneurial) mind-set

and culture. *Read Corporate Entrepreneurship And It's Importance For Large Companies (Ryan May, Businessdictionary.com Sept 2014)*



8. **Cultivate FOCUS.** Focus on what really matters. Developing your ability to focus on what counts because it will help you learn and re-learn faster and better while being able to direct your attention to that which will help you in

optimizing your potential and achieving better results. *Watch This Video: Daniel Goleman-Focus: The Hidden Driver of*



9. Fail forward. The sheer velocity of change and challenges means that we will all fail.

Failing forward means not only developing grit and resiliency but also a new relationship with failure that will allow you to find the silver lining behind the cloud (see point #1-because the greatest

innovations and successes often are born of failures). *Read Using Failure To Succeed: 7 Powerful, Practical Tips*



10. Build YOUR 3Q Leadership™ Edge. Build three essential strengths YOU CAN learn to grow at the speed of change, challenges, stressors and failures. Adopt a new 3Q mindset

because YOUR brain is neuro-plastic; science confirms that YOU can re-write patterns of thinking, communicating or doing that are not taking you forward. That's right, you are not defined by what was, and have the ability to use what is to create what can be! Learning to think, communicate and execute in new ways will make you stronger and better. *Read 3Q Leadership Exposed, Realizing Leadership Magazine Cover Story*

Are YOU pushing the right buttons? Thinking in a way that will optimize solutions and results at a speed of change, challenges, hyper-competition? Doing what is necessary to tap into the opportunities that are before you? Finding better ways of communicating that create engagement, buy-in and collaboration? Make the critical shift forward because there is no time like the present to turn things around. Carpe diem!

(Image Credit: Big Stock Photos)

More? YOU Betcha

**Free eBook: Leading and Succeeding in Disruptive Times-
A 3Q Edge Primer**

The Thriving Organization-10 Steps Out Of Jurassic Park

Enlightened Self Interest-Building a Strong, Resilient Culture

Consulting Success Tips by Seth Godin

Business Basics

Are YOU Leaving Business on the Table?

Finding New Sources of Profitable Growth

More than 350 Posts on Business at the Speed of Change!

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