

Leadership & Self

*Six Core Strategies
for Taking Care of Yourself
While Maintaining
Peak Performance*

Larry Iverson, PhD

THE INSTITUTE FOR ADVANCED DEVELOPMENT

(206) 772-9277

<http://www.DrLarryIverson.com>

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with Dr. Larry Iverson

The Institute for Advanced Development

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Since 1979, Larry has personally conducted seminars and workshops for professional and college level athletes, corporate executives and their personnel, universities and government agencies.

His broad scope of work at I.A.D. ranges from enhancing the mental performance of over 150 Olympic athletes, to strategic planning and assisting in the implementation of those plans for small companies on up to Fortune 500 leaders, to producing a highly rated television program “*Strategies for Success*”, to delivering keynote presentations, and developing customized training programs.

Dr. Iverson is a leader in the fields of Customer Partnership Strategies, Communication, Professional Effectiveness and Leadership. His expertise results from front-line involvement in retail, wholesale, and service organizations. This knowledge and ability to train others to use critical skill sets, attracts a wide range of audiences and company’s to him and I.A.D.

Larry is constantly in demand as a keynote speaker, addressing conferences, and leading retreats. His work blends his background as a Cognitive and Behavioral Psychologist, with proven strategic business principles and practices.

All training’s are fast-action, participation events. Attendees are involved in the learning process through discussions, brainstorming and hands-on activities. People learn best by seeing, hearing and doing. Participants will see a demonstration of the principles and skills being applied by the trainer. They will learn why and how the processes work. They then learn what to do so they can effectively use the strategies themselves.

The leading-edge knowledge, coaching, support and feedback received from Dr. Iverson and associates during and after the training is invaluable. Their goal is to help you thrive in today’s competitive environment. The Institute for Advanced Development programs are designed so that you not only learn what to do and why--*you also know how to do it.*

Our Mission is to empower individuals and organizations, through improving attitudes and actions, which result in highly efficient and effective performance, so they may achieve worthwhile goals.

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“He who knows much about others may be learned, but he who understands himself is more intelligent. He who controls others may be powerful, but he who has mastered himself is mightier still.”

Lao-Tzu, The Tao

The leadership principle which all else depends upon is vision. Without this, you are reduced to merely working your job. Without this you will not experience sustained passion. Without both of these, you will not achieve a high degree of ongoing success in the tasks you personally do, or in the managing and leading of those who depend on you for direction or guidance during the various phases of managing an incident.

To achieve your desired personal and leadership outcomes you must be both self-responsible and proactive.

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Emotional Intelligence

For better or for worse, human communication, interactions with others, our appraisal of encounters we have and our responses to them are shaped not just by our rational judgments, but also by our emotional experience. The great motivator Zig Zigler said, “People justify their purchases with logic, but they buy on emotions.” All too often, individuals react from a deep psycho-emotional center. This given of human nature arises from the basic biological design, the neural circuitry of emotion, that that has worked for the last 50,000 generations.

For over a million years, the slow, deliberate forces of evolution have shaped our emotions. These have left an imprint on our biological template for how we emotionally react to experience. Though this may be a driving force, we can learn to refocus parts of our emotional response through higher thinking processes. We need to preprogram desired responses where possible to do so.

Emotional Intelligence is in 5 Core Domains

- 1) Knowing one’s own emotions:** Self-awareness—recognizing a feeling *as it happens*—is a cornerstone of emotional intelligence.
- 2) Managing emotions when they occur:** Handling feeling so they are appropriate is an ability that is central to a healthy mental life.
- 3) Motivating oneself:** Marshaling emotions when desired, in the achievement of worthwhile goals, is essential for motivation, mastery, creativity, focus, etc.
- 4) Recognizing emotions in others:** Empathy is an ability built on self-awareness. Empathy means looking at the situation from the other persons’ perspective, and being attuned to the subtle social and communication signals being given.
- 5) Handling relationships:** Skills in managing relationships and communications are central to credibility, leadership, team achievement and interpersonal effectiveness.

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Manage Yourself First

Awareness

Awareness is recognizing patterns of behavior and methods of response to situations being used by ones self and others. It is becoming conscious of the various options that could be exercised in the situations encountered.

Choice

Using Adult inference making skills to choose different patterns of behavior or response in the situations encountered. By realizing that “old dogs” can learn new tricks, we have more power to respond as we would like to, versus just reacting as we usually have in the past.

Control

This is the process of exercising your best options. By taking an active part in choosing the manner of response to the situations encountered, control is gained on a mental, emotional, and physical level.

Being Present - The Here and Now

To improve relationships, communication, and control in life, being present is required. Living in the here-and-now refers to not just responding and behaving as we always have in the past, but dealing with this time and situation as a new moment.

Your mind is conditioned from past situations to react in very predetermined ways. Some of these reactions are appropriate and beneficial, and some are not. When you find yourself replaying “old tapes” (old patterns of behavior), you have to some degree left the present. You cannot fully respond to the situation in a new and unique way that can overcome the block when you are replaying a prerecorded script of how to react. Awareness and choice are the keys to making the transition to a “now” based response pattern that gives you control.

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Stress *Is* A Problem

Psychosocial stress in our culture has become a dangerously cumulative phenomenon, unremitting in its effects. One tragic consequence of this is that stress-related psychological and physiological disorders have become the number one social and health problem in the last decade. Stress induced disorders have long since replaced epidemics of infectious disease as the major medical problem of the post-industrial nations.

During recent years, four disorders have become especially prominent in the United States, Western Europe, and Japan. Described as the afflictions of civilization, they are cardiovascular disorders, cancer, arthritis, and respiratory diseases (including bronchitis and emphysema). These four disorders are most prevalent in the sophisticated, developed areas of the world.

from “*Mind as Healer Mind as Slayer*” by Kenneth Pelletier, PhD

Personal Impact on Health

Standard medical textbooks used in the United States and European medical schools state that between 50-80% of all illnesses are related to psychosomatic or to stress related origins. This may include:

- Cardiovascular
- Cancers
- Strokes
- Sexual Dysfunction's
- Ulcers
- Colitis
- Asthma
- Allergies
- Hypertension
- High Blood Pressure
- Insomnia
- Headaches

“Stress is the non-specific response of the body, to any demands made on it.”

Hans Selye, MD

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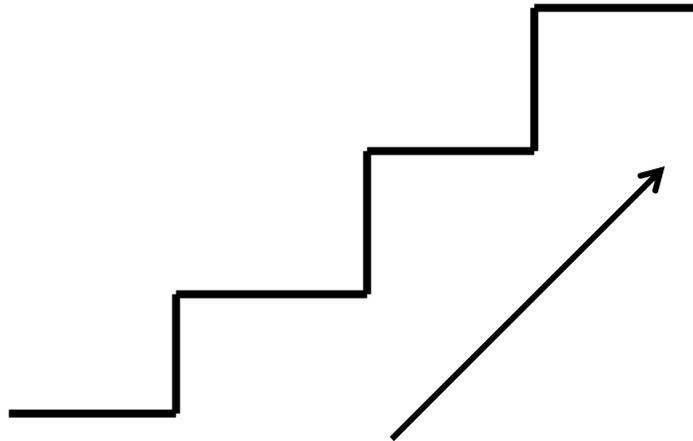
Get A Grip

Central to managing stress, pressure and frustration is learning to _____ resourcefully, instead of just _____ to situations.

*“Choose wisely that which you are focused on,
and are thereby perpetuating in your life.”*

Benjamin Franklin

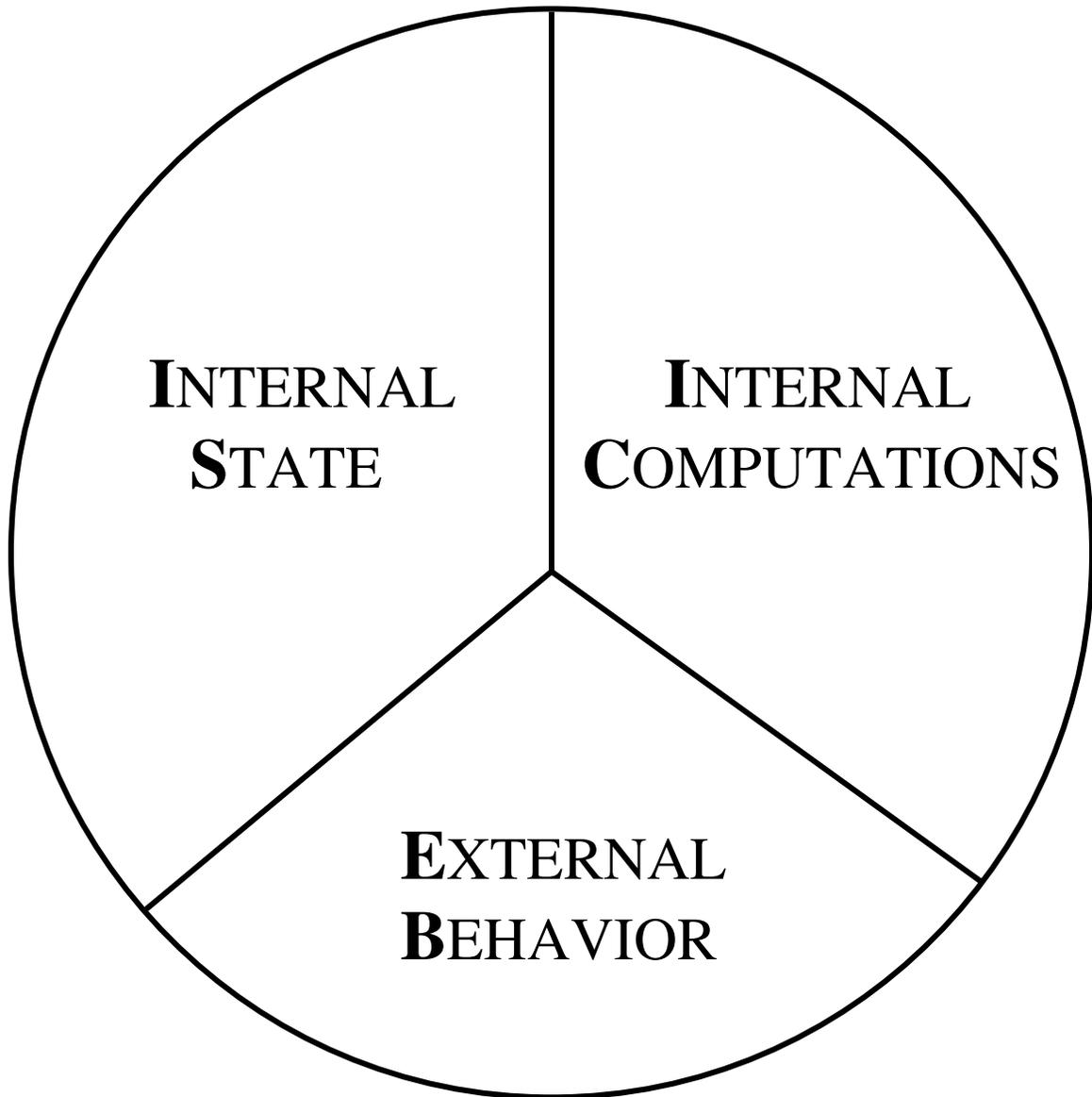
The Staircase Effect



Chronic stress compounds and grows bit by bit. Proactive stress and pressure management is essential to mental and physical health. Without ongoing management of the stressors, you are at significant risk.

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“Make the best use of what is in your power, and take the rest as it happens.”

Epictetus (55-135 AD)

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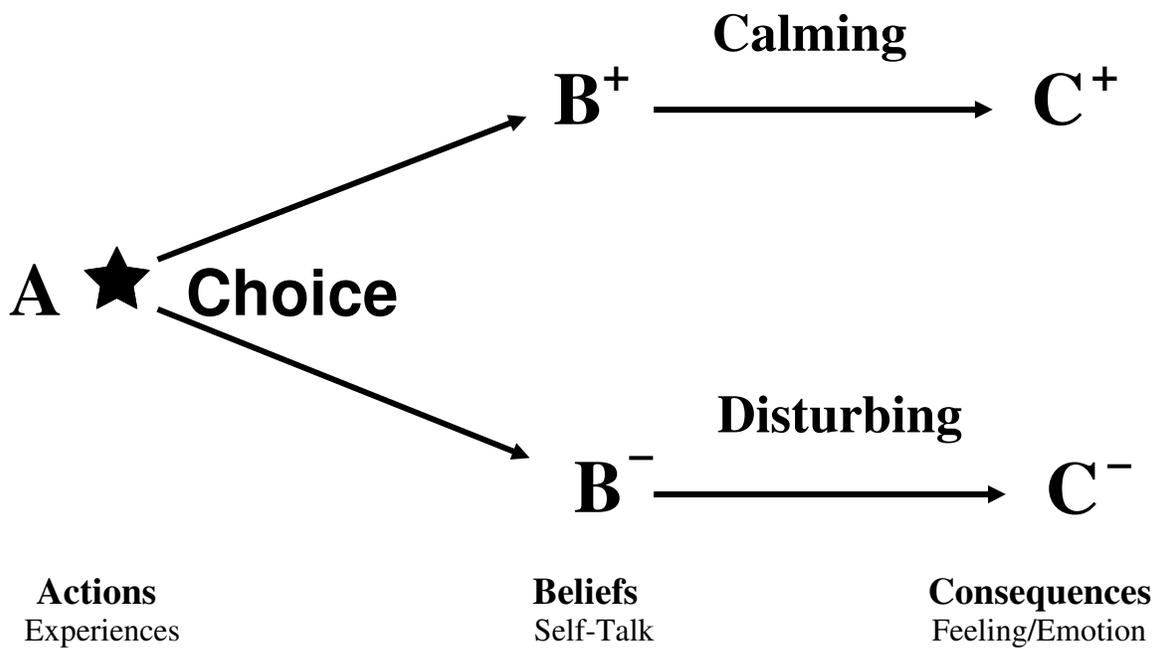
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Focused Interaction

Your choice of focus largely determines how your interactions with others will go. Your self-control, or lack of it, makes a huge impact on the effectiveness of your interaction with others.

The 4 Ways Emotions Are Created

1. Chemical or hormonal change in the body.
2. Damage to the brain.
3. Self-talk and mental images.
4. How you are using your physiology.



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Submodalities--*Fine-Tuning Buttons of the Brain*

The MODES or MODALITIES of how we perceive the world are the 5 senses. Each of the 5 “*sensory representational systems*” have an external component (outer senses) and internal component (what you see, hear, feel inside.)

“Sub”modalities are the smaller pieces that make up one mode of sensing. Example: The visual image can be dim, bright, close, distant, clear, fuzzy, color, black and white, etc. These smaller elements (submodalities) determine the impact the image makes on us as we observe it.

Submodality Aspects

Listed below are some of the submodality characteristics for visual, auditory and kinesthetic. These distinctions can help you better define your sensory perceptions of an experience.

Visual (*Seeing*)

- Color or black and white
- Size of the image
- Distance of image from you
- Depth (3 dimensional or flat 2 D image)
- Movie or still pictures (slide like images)
- Panoramic (no border on the image) or in a picture frame
- Brightness (intensity of contrast)
- Speed of movement (normal speed, or faster/slower than real life)
- Associated (looking out your eyes) dissociated (self in picture)
- Foreground or background
- Opaque image or transparent
- Vivid/distinct images or hazy
- Colors normal, dull or brighter than normal
- Eye angle (looking straight at horizon, above, below or at side)

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Submodalities (Cont.)

Auditory (*Hearing*)

- Volume (normal, loud, soft)
- Digital (words) or sounds
- Tone (soft/round or sharp/harsh)
- Location of sound (internal or external)
- Fullness of sound
- Stereo or mono
- Clarity (muted or clear)
- Continuous sound or interrupted (with pauses or blank)
- Distance from the source of the sound
- Number of sound sources
- Speed (slow, normal, faster than usual)
- Rhythm or pace to the sound

Kinesthetic (*Feeling--both Physical Sensations & Emotions*)

- Intensity
- Pressure (normal, soft, hard)
- Location
- Temperature
- Texture (slick, smooth, rough, liquid, solid)
- Duration (how long feeling lasts)
- Shape
- Weight (none, light, heavy)
- Movement or shifting of sensation

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Positive Expectancy of Your Experience

Winners expect to win for four reasons:

1. They desire to win and believe they can.
2. They have self-control and know it's up to them to make it happen.
3. They prepare (condition themselves) to win through practice.
4. They know "luck" is spelled "w-o-r-k" and they discipline themselves to do it.

The single most outwardly identifiable trait demonstrated by a winning human being is that of positive self-expectation. This is pure and simple optimism. This expectancy is the basic "can do" attitude. If you doubt your potential and worth, it is rare you will succeed. You tend to receive (in the long-run) what you believe you deserve.

Because we are self led, whatever we focus on most is what we will most likely get. If you continually focus on your inability to do or have something, chances are that will be your outcome. If you focus on worry and illness, unfortunately you will most likely have it. Psychosomatic medicine has significant documentation to show that ulcers are not from what we eat, but from what's "eating us."

What do you expect for yourself? Is this going to be "another one of those Mondays?" The phenomena of the self-fulfilling prophecy is one of the most amazing things in human nature. This tendency to get what we expect applies to work, home, mental, physical and spiritual sides of our lives.

Optimism is like a forest fire, you can smell it for miles before you can see it. Optimism, enthusiasm, hope, faith, are all synonyms for positive self-expectancy. Expect to Win! There's no time to lose.

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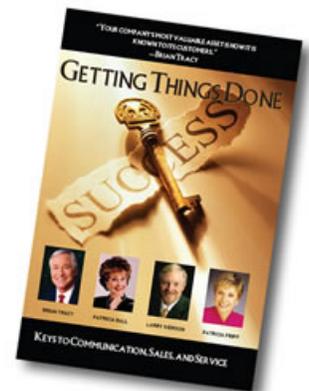
Since 1979 Dr. Larry Iverson has entertained and educated over a hundred-thousand people through his keynotes, coaching, workshops and bootcamps. From his work with Olympic athletes, to the main platform of Fortune 500 conferences, he delivers leadership, persuasion and communication strategies you can apply right now. Larry blends vision and business savvy with his background as a Clinical Psychologist in guiding listeners on an insightful journey. He masterfully uses passion and humor to facilitate the individual's process of gaining insights that assist with personal and professional development.

Throughout his career Dr. Iverson has driven home the message that for success to occur on any level (emotional, relational, financial, career, etc.) we must take charge of our mind and emotions. We must live on-purpose instead of just by accident. This means learning strategies for self-leadership—handling the stream of desires, memories, communications and actions. He delivers captivating insights into how to use your mind for laser-focused choice, thereby generating lasting results. Larry's goal is to help you not just survive, but thrive in your personal and professional life.

Make Your Dreams a Reality!

To be successful and turn your dreams into your reality, you must be thoroughly prepared, and constantly upgrading your skills. You must be very clear about your targets - what you are aiming for. If you have everything you need at hand and your target is clear, your chances of getting things done and succeeding are excellent.

You need keys for just about everything these days - keys for your house, to start your car, for your safe deposit box - almost everything has a lock. There are metaphorical keys too. The keys you will find in this book will unlock the door to the knowledge you must have to get things done through effective interactions. Through this you'll learn skills that can help you make you more money, improve your health, build strong relationships and attain goals which are important to you and those you love.



The information in this book can help you make 2008 the best year you've ever had. To get your copy, go to www.DrLarryIverson.com or call The Institute for Advanced Development at 1-800-673-3217. Mention this seminar and you'll get 25% off the \$19.95. If you want to share this with your family, employees or associates, purchase over five copies and receive an additional discount.