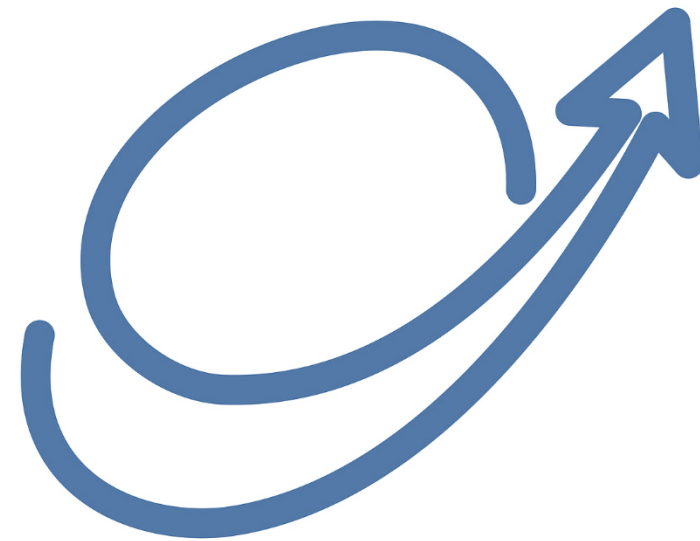


Stronger Together



Unrelenting, Persistent Discipline of Working Together



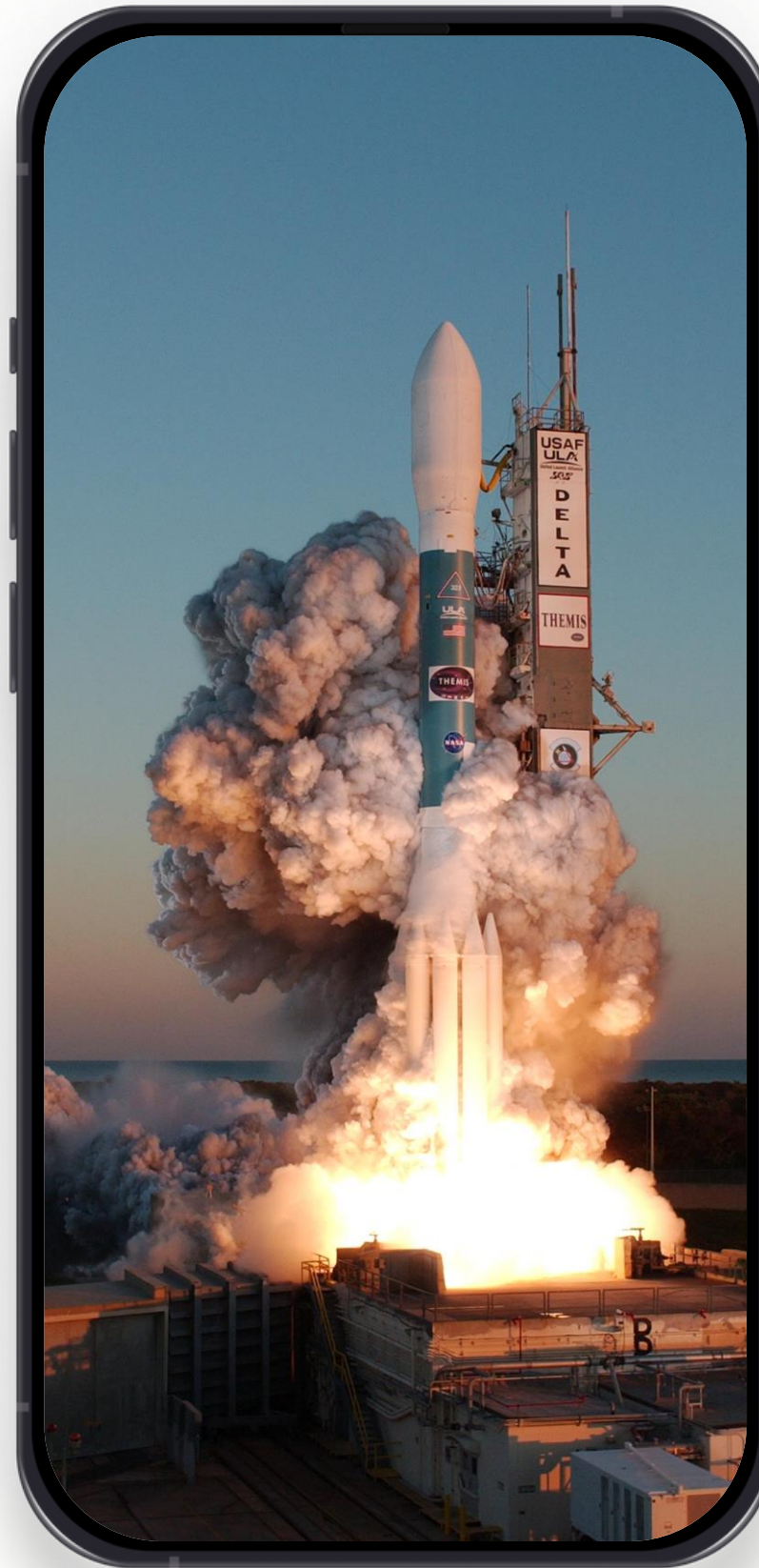
ReConnect

PEOPLE TO A COMPELLING,
UNIFYING GOAL



ReConnect

CHARACTERISTICS OF A
COMPELLING, UNIFYING GOAL



Bold Enough

Worth pursuing

Big Enough

We can only accomplish
it together

Simple Enough

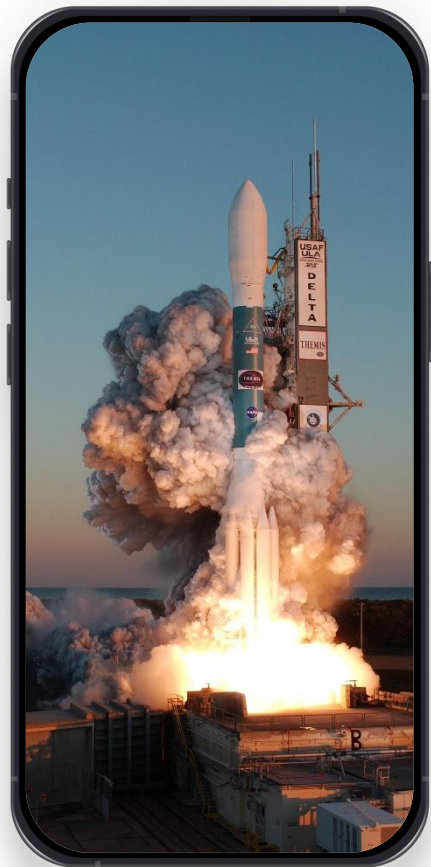
Everyone can instantly
understand it

Specific Enough

We know when it's done.

ReConnect

EXAMPLES OF A COMPELLING,
UNIFYING GOAL



Be the most innovative company
in the tire industry

Democratize air travel

Project management is going to
be the strength of the company

Colonize Mars

Make government as attractive as
the private sector

APPLICATION

On Your Own

Write down the answer to this question. Be ready to share.

What is a compelling, unifying goal that your association could pursue in the next 3 years?

Type it in chat.

Bold Enough

Worth pursuing

Big Enough

We can only accomplish it together

Simple Enough

Everyone can instantly understand it

Specific Enough

We know when it's done.

Action

Ask your team what is the vision of our association? Listen to the level of their passion.



ReFrame

HOW PEOPLE VIEW AND RELATE
TO EACH OTHER

APPLICATION

On Your Own

Write down the answers to these two questions.
Be ready to share.

1. What are you excited about for 2025?
2. What are you concerned about for 2025?

APPLICATION

Breakout Rooms

Share what you wrote down:

1. Your name and organization.
2. What are you excited about for 2025?
3. What are you concerned about for 2025?

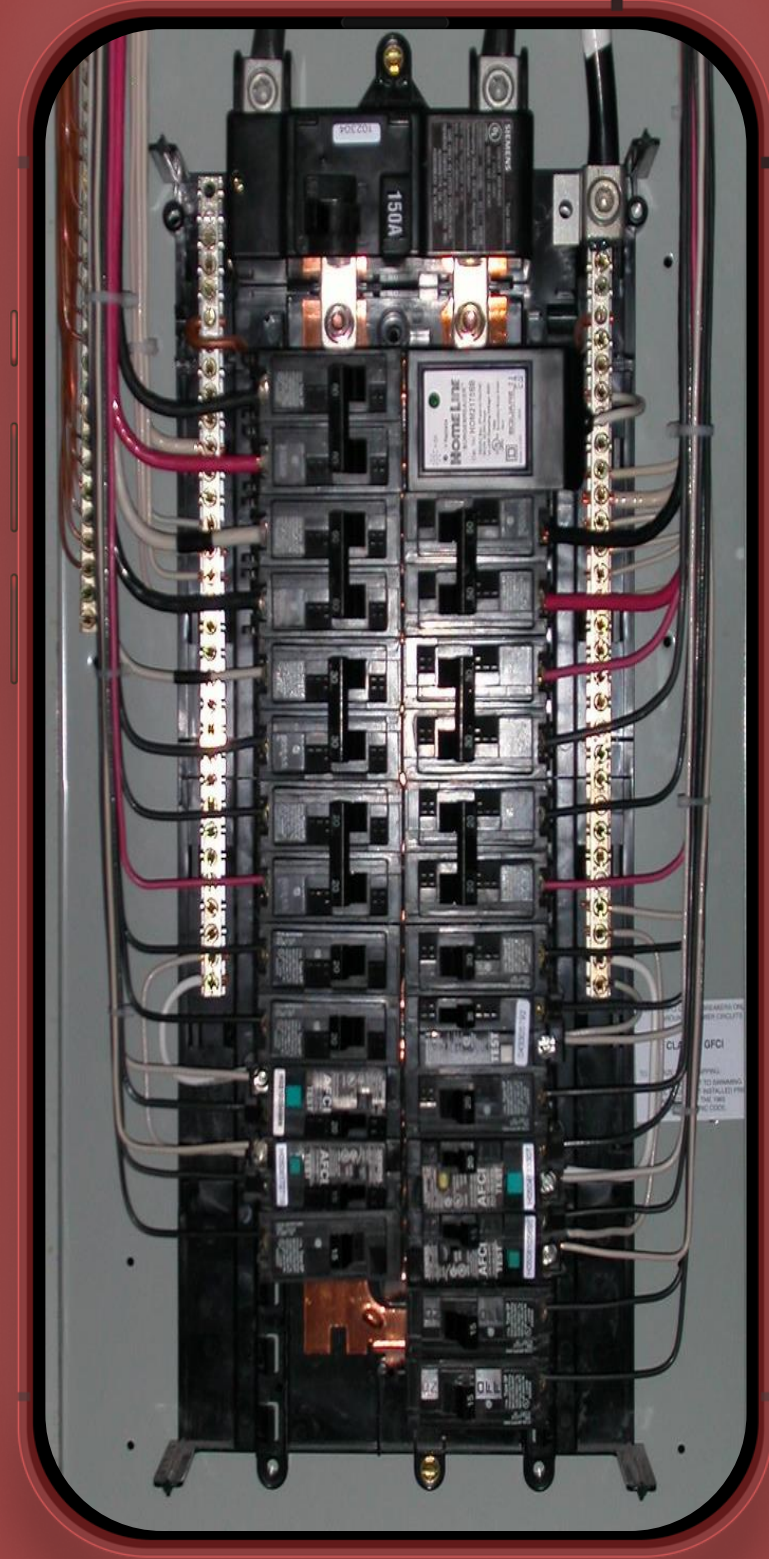
TOOL

Questions

1. What motivates you the most in your work?
2. What do you enjoy most about your current role on the board/staff?
3. What is a professional experience that significantly shaped your career?
4. What are some of your personal goals, and how do they align with your professional aspirations?
5. How do you like to receive feedback?
6. What challenges have you faced in your career, and how did you overcome them?
7. What do you think is the most important quality in a teammate?
8. How do you balance work and personal life?
9. What's a skill you're currently working on improving?
10. How do you prefer to communicate with your team?
11. What inspires you outside of work?
12. What is one thing you wish you could change about our team's current dynamic?
13. What work or project have you found most fulfilling recently?
14. How do you handle stress and pressure in the workplace?
15. What's your approach to problem-solving in a team environment?
16. How do you define success?
17. What's a professional achievement you're most proud of?
18. What are your favorite ways to collaborate with others?
19. How do you like to celebrate team successes?
20. What do you think makes our team unique, and how can we build on that?

Action

Choose one person for you to get to know at a deeper level.

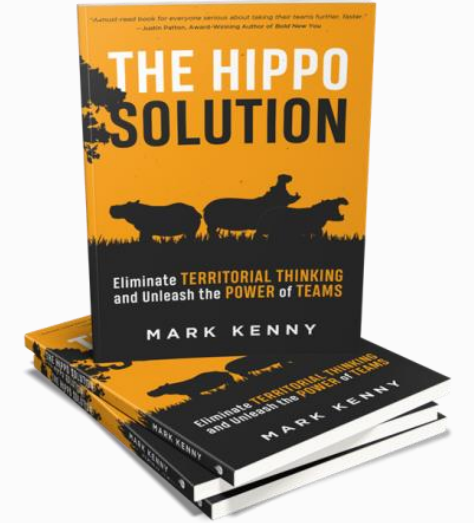


Reset

OUR BEHAVIORS - HOW WE
INTERACT WITH ONE ANOTHER



Facts About Hippos You Never Wanted to Know

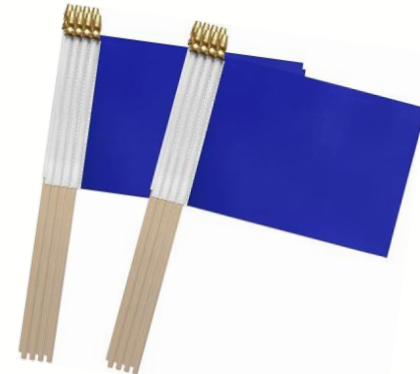


The Five Behaviors



FLAG poll

PRACTICE: NYSAE was founded in 1919 by Emmett Hay Naylor so that...



1: Blue

He could attend annual conferences.



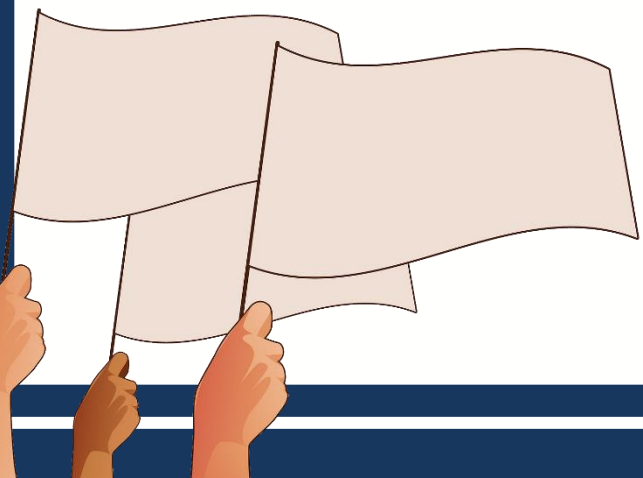
2: White

To advocate against prohibition so they could enjoy conferences.



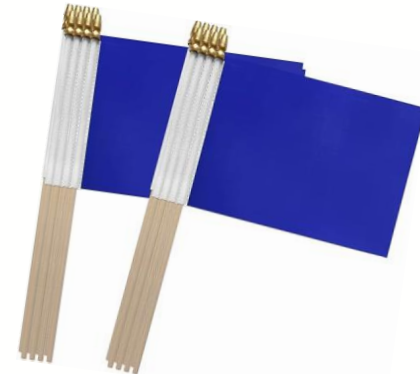
3: Green

The business world knew the work of a trade association is a profession.



FLAG poll

#1: Which **type of trust** is needed for a team to work together cohesively?



1: Blue

An irrevocable trust



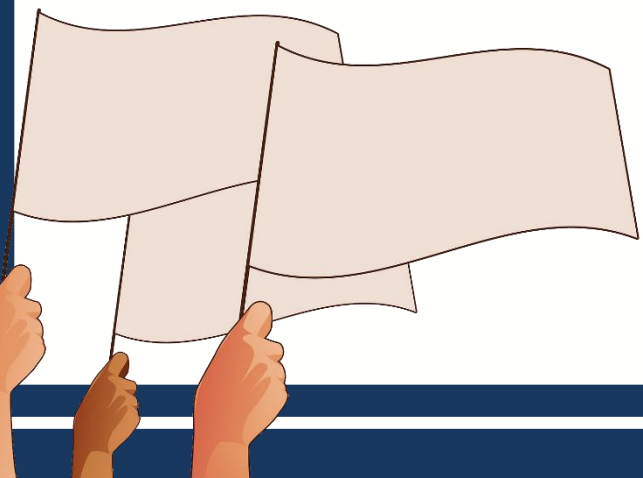
2: White

Vulnerability-based trust



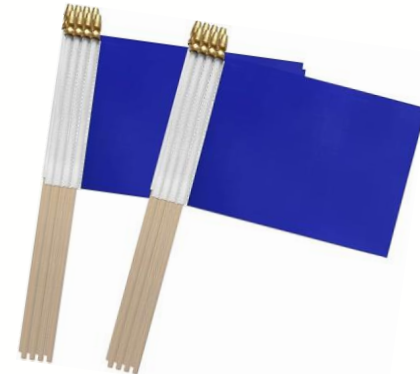
3: Green

Predictive trust



FLAG poll

#2: Which of the following best describes **vulnerability-based trust**?



1: Blue

The ability to predict a person's behavior.



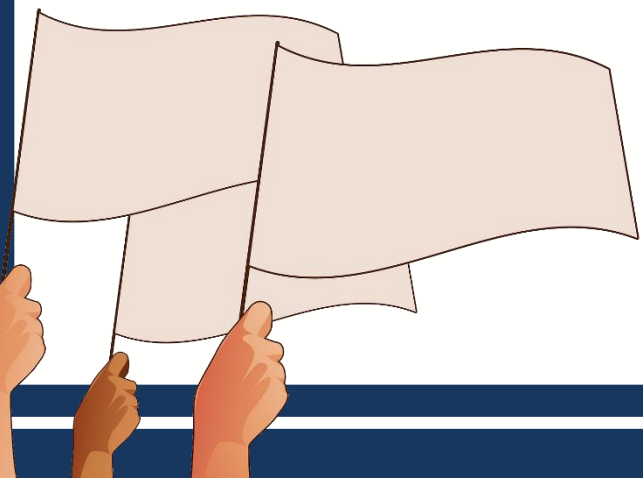
2: White

Trusting that my team members will use my vulnerabilities against me.



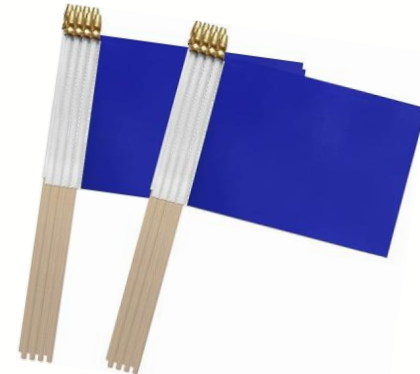
3: Green

Team members are genuinely open with one another about mistakes and weaknesses.



FLAG Poll

#3: When we are exhibiting **vulnerability-based trust**, our energy is focused on:



1: Blue

Finding the best solutions and making the best decisions for the team.



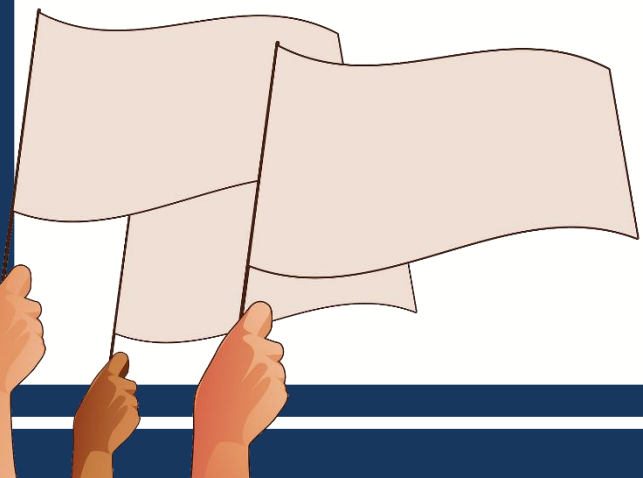
2: White

Managing my behaviors and interactions with the group so they will have the right effect.



3: Green

Concealing my vulnerabilities and weaknesses.



What Vulnerability-Based Trust Sounds Like

I was wrong

I made a
mistake

I need help

I'm not sure

You are better
than I am at
that.

I am sorry

APPLICATION

Why We Hold Back

Which of the following tends to hold **you** back from being vulnerable with your team?

Not wanting to be a burden

Fear of disapproval

Fear of loss of control

Not wanting to appear incompetent

90-Day Challenge

Name: _____

Date: _____

Individual Accountability

Write the target behaviors you will be working on in the next 90 days:

Trust:

Holds me back: _____

Target: _____

Conflict

Healthy: _____

Unhealthy: _____

Target: _____

Commitment:

Commitment

The one behavior that is most important for me to work on during the next 90 days:

MARKSKENNY.COM

ReSet

Action

Choose one trust behavior for you to adopt
with your team.

APPLICATION

My Trust Behavior

Which one of the following behaviors will you work on to practice vulnerability-based trust in the next 90 days?

- Create space for people to admit mistakes and weaknesses
- Don't take a teammate's reserve personally
- Readily apologize for your mistakes
- Be willing to let down your guard
- Make it easier for teammates to let down their guard
- Spend more time getting to know your colleagues
- Resist the impulse to hide mistakes
- Ask for help when appropriate

90-Day Challenge

Name: _____

Date: _____

Individual Accountability

Write the target behaviors you will be working on in the next 90 days:

Trust:

Holds me back: _____

Target: _____

Conflict

Healthy: _____

Unhealthy: _____

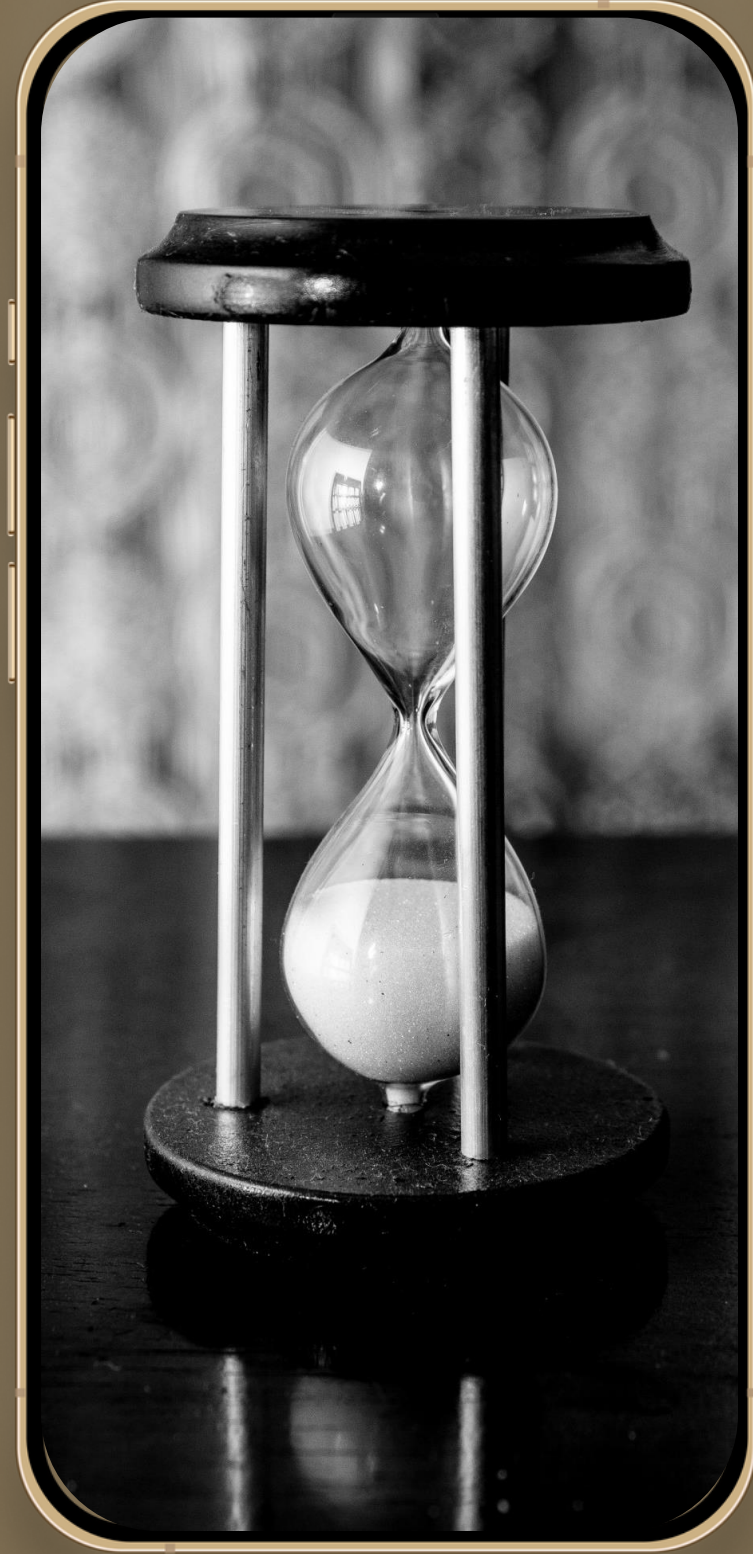
Target: _____

Commitment:

Commitment

The one behavior that is most important for me to work on during the next 90 days:

MARKSKENNY.COM



ReEnforce

ESTABLISH CONSISTENT
RHYTHMS TO PRACTICE
WORKING TOGETHER

REENFORCING WORKING TOGETHER

Rhythms and Tactics

“Who else needs to know what you know?”

Retreats: Annual, Quarterly

Weekly leadership team meetings

Daily check-ins

Constantly talking about the culture of collaboration.

Business Process Review (with all the silos)

Work-Outs (Jack Welch)

Cross-Integrated Groups

Staff event during a national event

War room

Action

Implement one rhythm for your team to practice working together.

Stronger Together

ReConnect

people with a compelling, unifying goal.



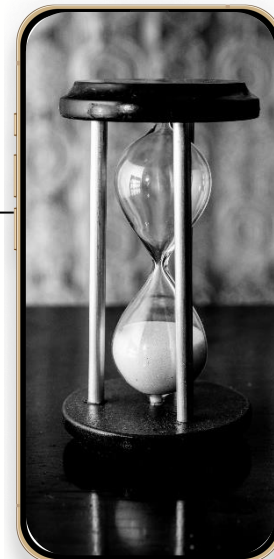
ReFrame

how people view and relate to each other.



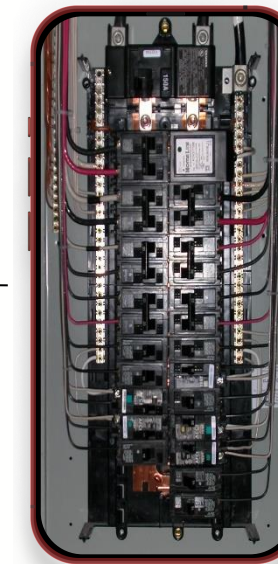
ReEnforce

through rhythms to practice working together.

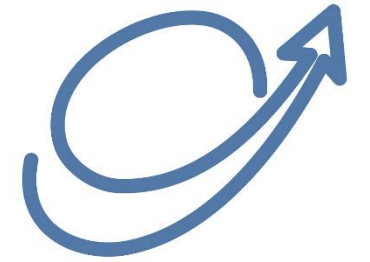


ReSet

how people behave and interact with each other.



Stronger Together



Get in touch with Mark

Text: (760) 271-8256

Email: mark@markskenny.com