

MAXIMIZING YOUR IMPACT AND PRESENCE WITH INTERNAL STAKEHOLDERS



PRESIDENT & CEO OF ERS GREGG TERRY

- 40 years in Pharma/Life Sciences
- Member of NSPST – SPBT – LTEN
- Supporting Life Sciences sales training for over 30 years
- Motorcycle rider for 10 years
- Surfing since 7 years old





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BEEHIVE MINGLE

- Find a partner
- Ask them “What does Learning Leader mean to you?”
- 1 minute to answer the question then switch role

WHAT DID YOU LEARN?



WHAT WILL YOU GET OUT OF THIS SESSION TODAY?

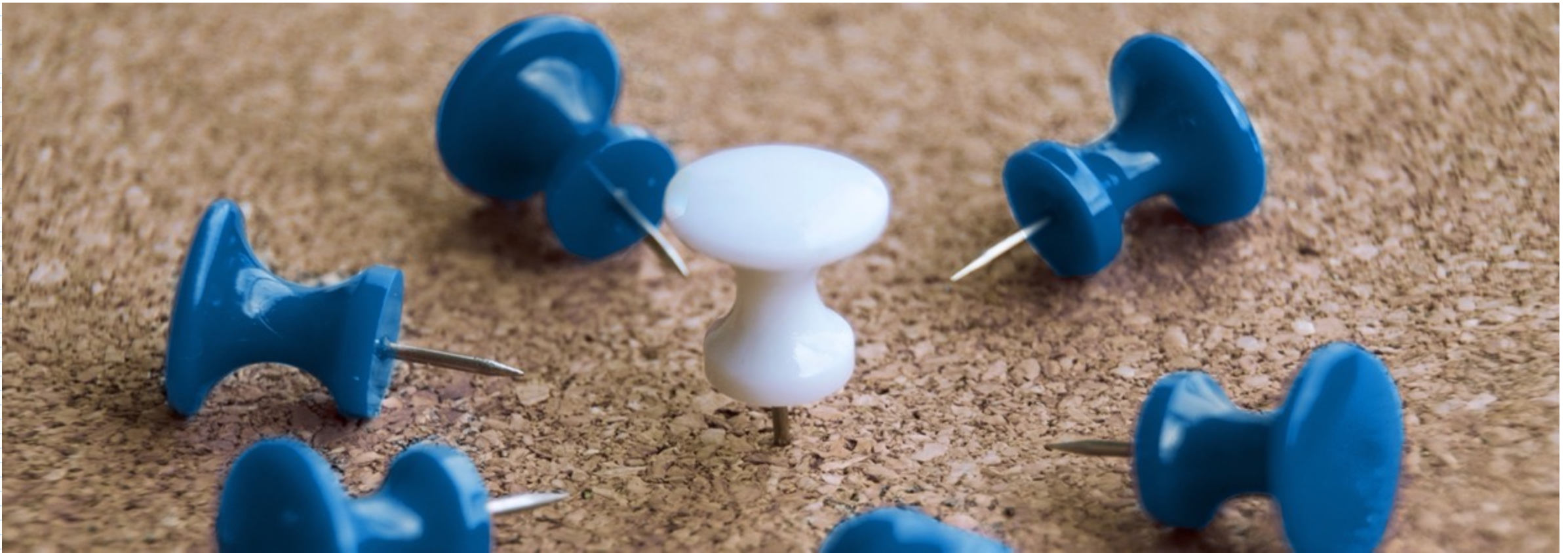
- Understand the concept of target fixation and how to avoid letting an obstacle become the objective
- Identify areas where you need support and seek guidance to strengthen your impact with internal stakeholders
- Gain a better understanding of your impact on others and how to leverage it to your advantage



HELLO

WHAT IS TARGET FIXATION?

1





**UPCOMING
RIGHT HAND TURN**



OK...A TRUCK



A BIG TRUCK



LOOK THROUGH THE TURN



REMEMBER
LEARNING
TO RIDE A
BICYCLE?





**DON'T
HIT THE
CAR!**

TARGET FIXATION

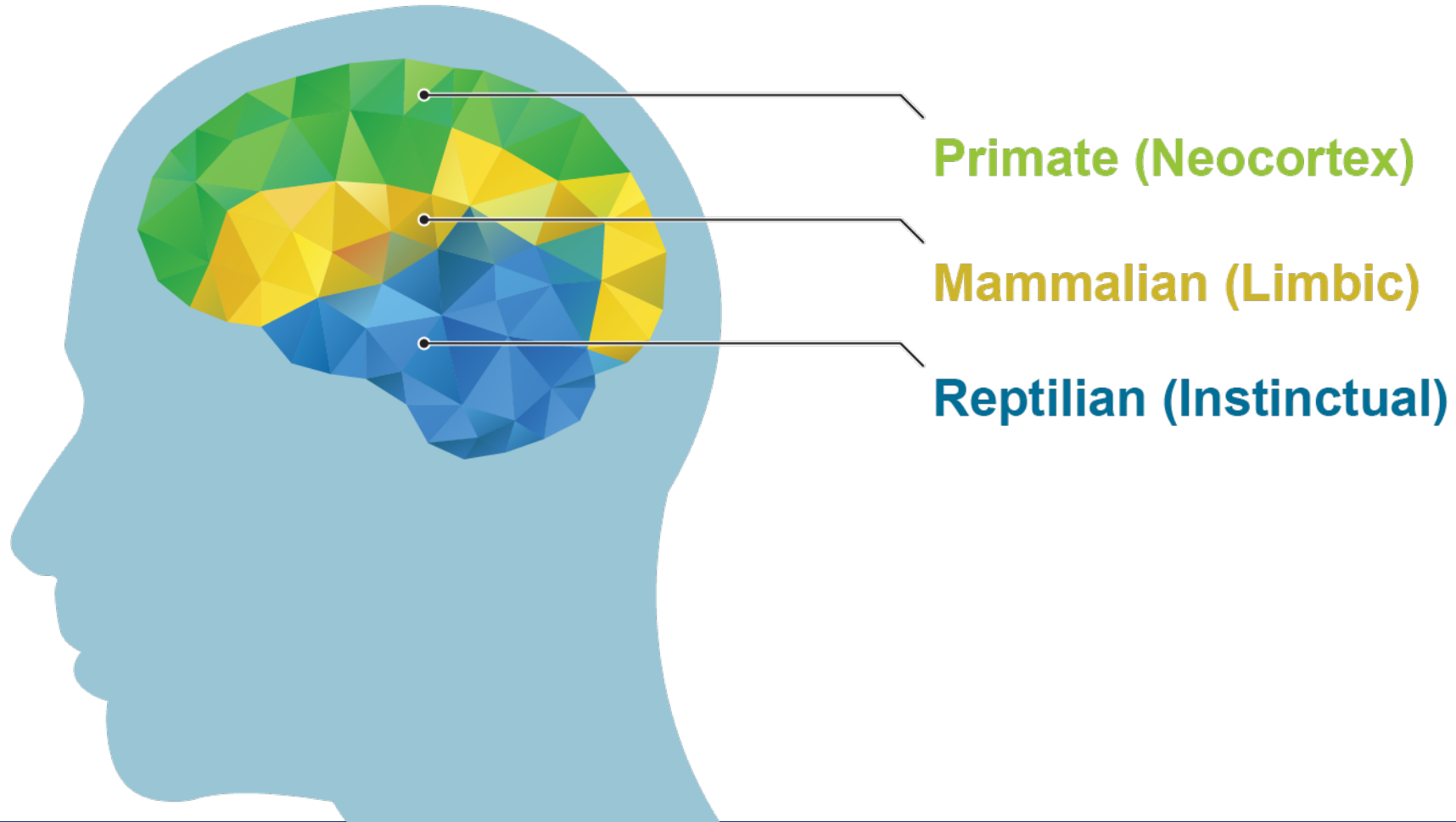


WHY IS IT IMPORTANT?



OVERSIMPLIFIED BRAIN

THE TRIUNE BRAIN



THE AMYGDALA HIJACK

Why is it so hard to think clearly when we're under pressure?



Amygdala



Panic

Anxious

Relaxed



THE SOURCE OF OF THE TRIGGER

People are different and we all have particular situations and interactions that seem to threaten us more than others that lead to amygdala hijacks



**Status
threats**



**Justice
threats**



**Power
threats**



**Knowledge
threats**



**Social
threats**

TRIGGERS



Minutes

You are going to release some stress now.

Take 2 minutes and write down some of your triggers

Write down as many specific things as possible:

- Rude tone
- Being told not to talk
- Seeing bad grammar on a slide
- Pushy people
- Whining
- Know-it-alls
- People who don't get the point
- Not knowing the answer to a question
- Being left out of a meeting

For the next 10 minutes, tell each other in your group how to push your hot button or what your triggers are.



DISCUSSION



Minutes

- Now that you are aware of some of your emotional triggers, what can you do about it?
- What are some ways we can learn to recognize and control our triggers?



WHAT CAN
YOU DO?



CREATE A PAUSE

- Take a deep breath
- Count to 10
- Take a walk
- Step away from your computer
- Close your eyes



REFLECT

Start with:

- What assumptions am I making?
- What are the actual facts?

Critical questions to ask yourself

- What do I really want for all people involved?
- Is how I'm reacting right now in alignment with what I really want to achieve?



UNLOCK

- Choose the right mindset
- Leave your ego behind
- Look where you need to go
- Pull your focus away from the obstacle and focus on your objective



RESPOND

- Consciously respond
- Continue to be mindful
- Be curious
- Ask questions to understand



LOOK THROUGH THE TURN



ASKING FOR HELP

2



WHERE DO I GO FROM HERE?



I SHOULD KNOW
HOW TO DO THIS
THAT'S
WHY I MAKE
THE BIG \$\$



WHY IS ASKING FOR HELP HARD?

**Each of us have internal saboteurs
Voices in our head constantly speaking to us**

- I'm not good enough
- I'm not smart enough
- I'm not fast enough
- I'm not enough...

These saboteurs make it hard to ask for help





ASKING FOR HELP CAN BE A VULNERABLE THING

You are essentially saying “Help me, I can’t do this alone”

**WHEN YOU ASK FOR HELP
YOU HAVE TO SURRENDER TO
THE HELP YOU WILL RECEIVE**





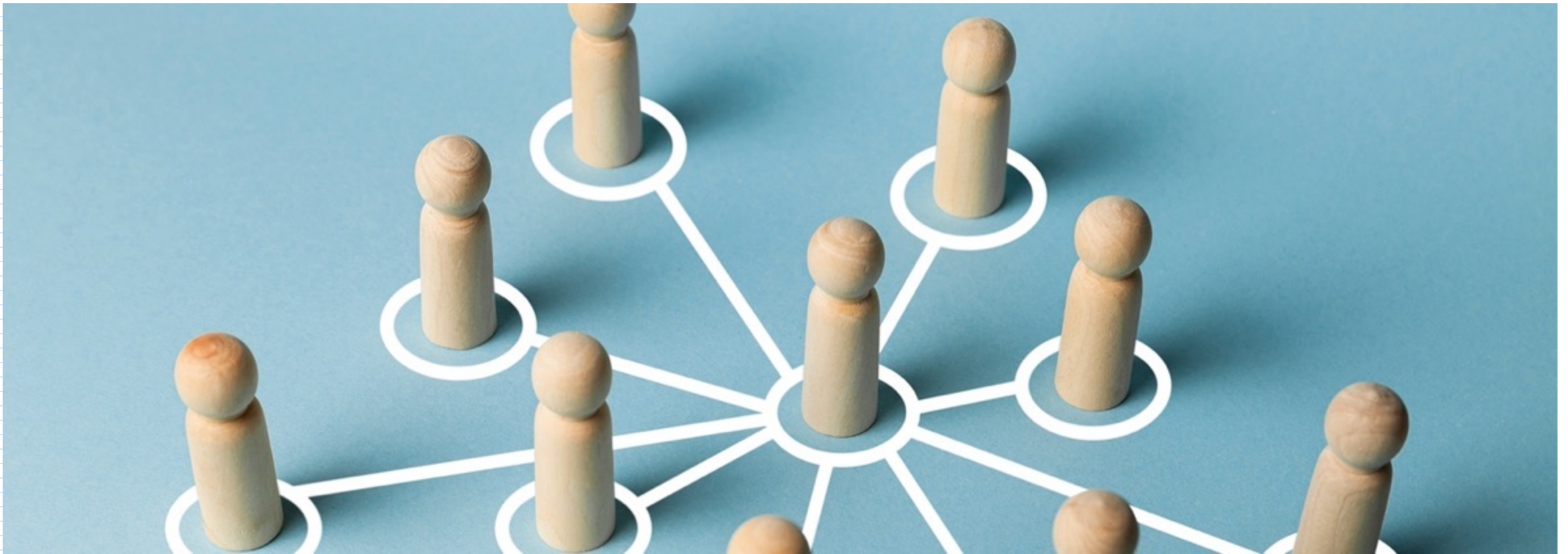
GETTING THE HELP YOU NEED MOVES YOU FORWARD

Where in my life right now do I need to ask for help?

What is holding me back from asking?

UNDERSTANDING YOUR IMPACT ON OTHERS

3





OUR IMPACT ON OTHERS
CAN BE MAGNIFIED



**BE AWARE OF
YOUR IMPACT**



TAKE RESPONSIBILITY





UNIQUE IMPACT

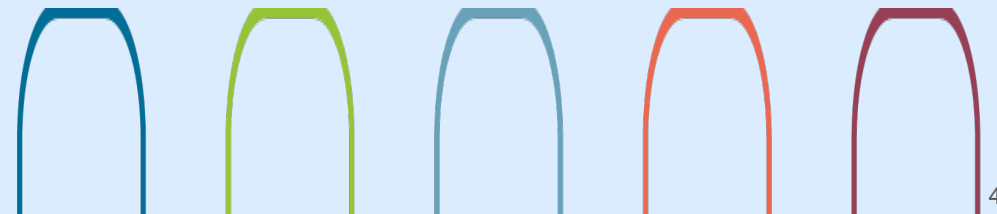
You have a unique way of creating a positive impact on others when you tap into all of your strengths

YOUR ASSIGNMENT

Choose 5 people (one person from each category) and ask them to identify **5 words that they would use to describe you when you are at your best**

1. A professional relationship with someone that knows you well
2. A professional acquaintance (someone that does not know you as well)
3. A personal relationship with someone that knows you well
4. A personal acquaintance (someone that does not know you as well)
5. A stranger or someone that barely knows you at all

*When you ask people for the **5 words**, give them time to think about it and come back to you with the words. People usually need several minutes to find the words.*



UNIQUE IMPACT GRID

**Create a table with the
5 words from each person**

Once completed:

- What words resonate with you?
- What words are you drawn to?
- Circle the 5 words that you are most drawn to

Person	Word #1	Word #2	Word #3	Word #4	Word #5

UNIQUE IMPACT

MICHAEL WALLACE

PERSON	WORD #1	WORD #2	WORD #3	WORD #4	WORD #5
Julie	Warm	Captivating	Funny	Real	Inspiring
Denise	Friendly	Organized	Effective	Charismatic	Articulate
Sheena	Authentic	Trustworthy	Open hearted	Courageous	Attractive
Shazia	Connected	Insightful	Vulnerable	Personable	Warm
Miriam	Friendly	Helpful	Fun	Kind	Pleasant

WHAT YOU GOT FROM THIS SESSION



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CONTACT INFORMATION

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