

Crescendo Connect Conversation – November 12, 2012

Guest Speaker: Diane Nettifee

Values, Purpose and Emotional Intelligence

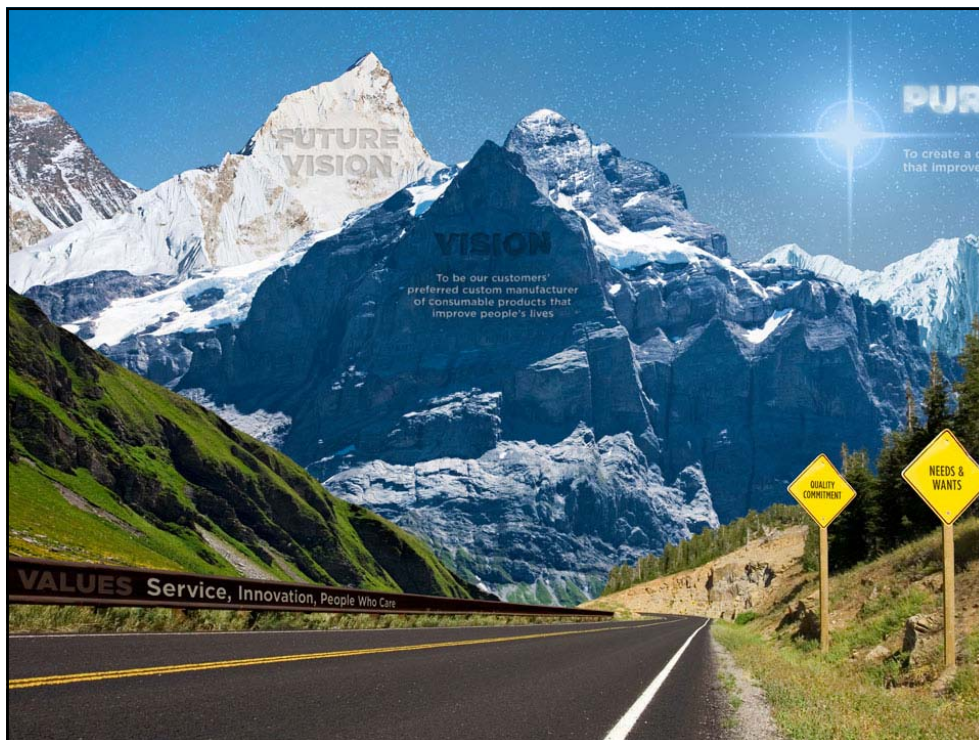
DIANE NETTIFEE, PRESIDENT, MAGIS VENTURES

WITH

CRESCENDO CONNECT



Guiding leaders and organizations to discover their purpose and put it to work



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Core Values, Purpose and EQ



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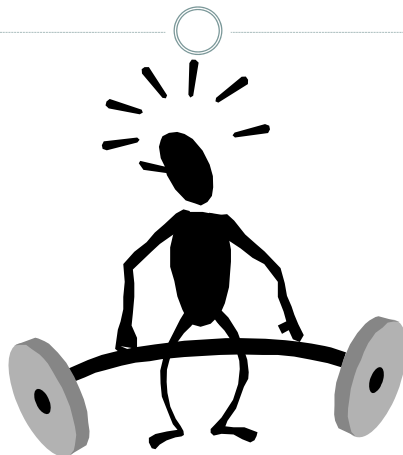
Capacity for honest self reflection



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Heavy lifting: How our Values and Purpose Strengthen EQ



Impact of clarity on EQ

- Think of a time when you were faced with a difficult choice
- How did it align or misalign with your values and purpose?
- What path did you choose?
- How did it impact your EQ?



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Maslow's Hierarchy of Needs

If we don't know our own values and purpose how can we truly belong? We get stuck at working on our safety needs!



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Work, meaning and purpose

*When we connect work,
meaning and purpose we
strengthen our EQ*

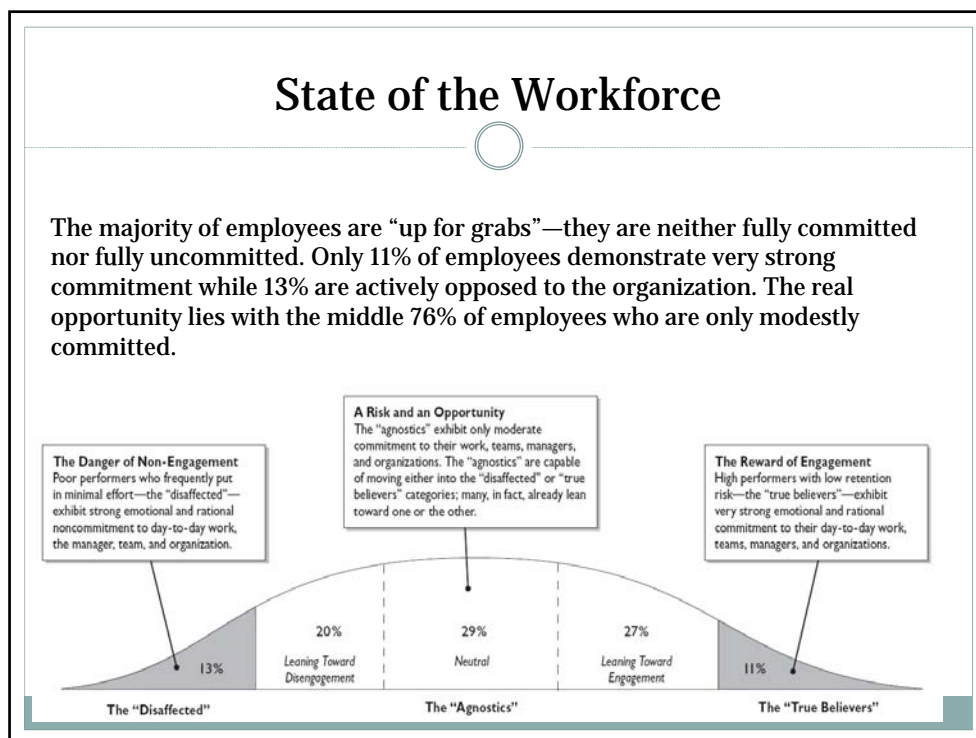
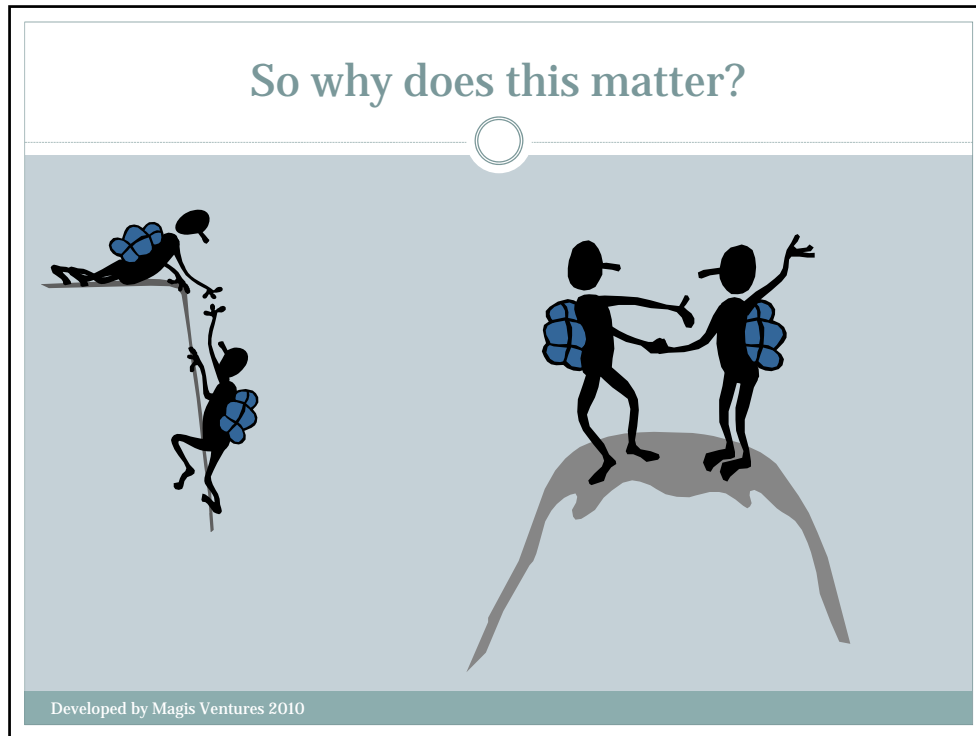
*"It's incredibly easy to get caught up in an
activity trap, in the busy-ness of life, to
work harder and harder at climbing the
ladder of success only to discover its
leaning against the wrong wall"*
Steven Covey



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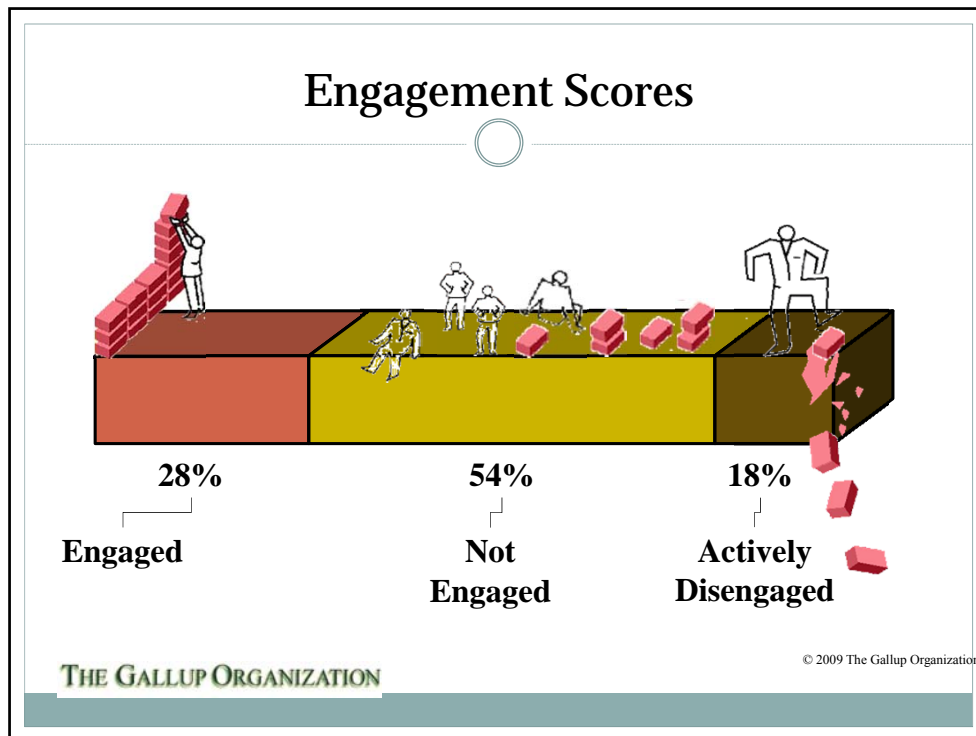
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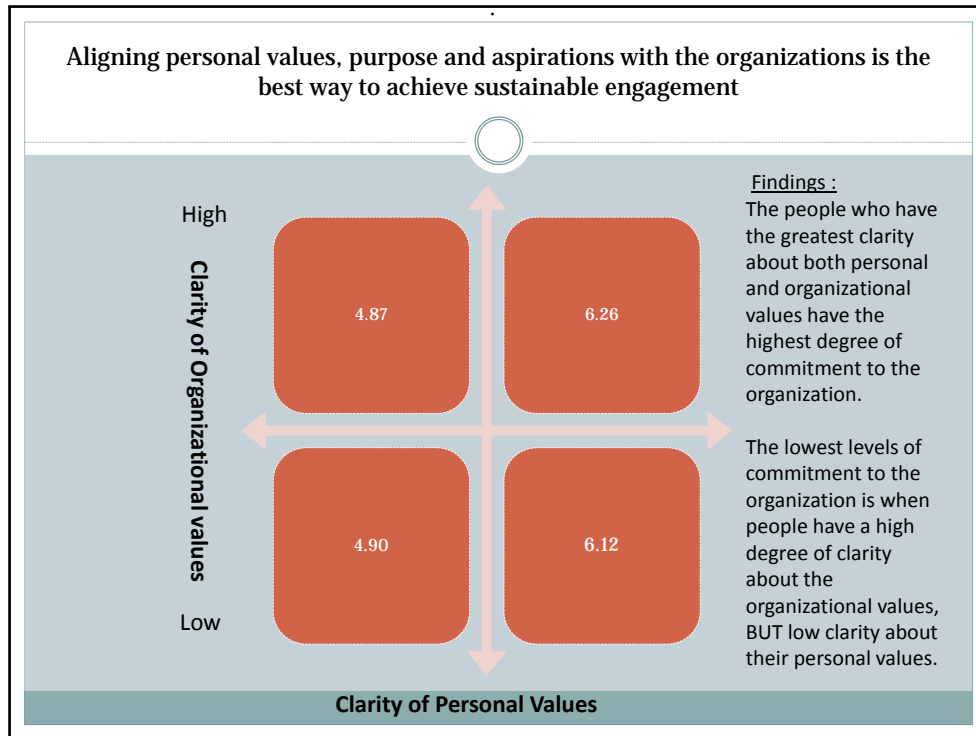


Research

- “Corporate Culture and Performance” article by Kotter and Heskett (11-year study of public values-based companies versus limited or unintentional values-based companies.)
 - 692% = Revenue growth = 166%
 - 901% = Stock price growth = 74%
 - 756% = Net income growth = 1%
 - 282% = Workforce growth = 36%

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Values-Aligned: Results Driven

Groups are most creative when their members collaborate unreservedly. People stop holding back when there is mutual trust, rooted in emotionally intelligent interactions

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Crucial Conversations

- Think of a time when you were in conflict with someone and engaged in a crucial conversation
- In what ways did it support your EQ growth?

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Well Being

Gallup Survey US 2012

Thriving 52%

Struggling 45%

Suffering 46%

Happiness 46%

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Coming Home

*We shall not cease from exploration
And the end of all our exploring
Will be to arrive where we started
And know the place for the first time* T.S. Eliot



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Work Meaning and Purpose Retreat

When: December 21st 9- 5 pm

Where: University of Minnesota Arboretum

A year end retreat to explore Work, Meaning and Purpose :

- *Create your personal Compass (a statement of core values and purpose—your “credo” for life).*
- *Learn how your silent assumptions and beliefs affect you at work, and how they may be obscuring your true purpose.*
- *Articulate a vision for your integrated, joyful and fulfilling life and work.*

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**Marketing Emotional
Intelligence**

Crescendo Connect Conversation
Monday, January 7, 2013
12:00 p.m. – 12:45 p.m. CT