

**TIPSHEET:
BUILDING A
POWERFUL CULTURE
FROM DAY 1**

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(How to get the most out of this keynote)

DOWNLOAD AND REVIEW THE KEY SLIDES to this keynote and recall the central theme: it’s not perks, pay, or performance that motivates over the long haul and unlocks peak-performance – *it’s meaning*.

Here’s a guide to enact each of the **MARKERS OF MEANING** that were covered in the keynote:

1) DOING WORK THAT MATTERS

- Power Tip: Remember that Purpose is the “Profound Why” and Legacy is the “Profound What”. Keep your purpose and legacy in front of you each day to sustain motivation, provide energizing perspective, and guide your decisions. Ask yourself, “Am I doing significant work that makes a real impact on me/the business/others and is that work reflective of my values and beliefs, worthy of my focus and energy?”
- To Go Deeper: Download and complete *The Innerview* from the toolkit to help identify and articulate the legacy you can strive to leave behind at work (and in life). Also download the tool entitled *Purpose Power Questions* to uncover what your purpose might be (again, key to maximizing meaning in work and life).
- To Go Deepest: Read Chapters 3 & 4 of *Make It Matter: How Managers Can Motivate by Creating Meaning*.

2) COMPETENCY & SELF-ESTEEM

- Power Tip: Never underestimate the need to intentionally bolster and fortify the sense of competence and self-esteem of others. Before interacting with others, ask yourself – “Am I about to plant seeds of growth, or seeds of doubt?”, and/or “Am I helping people feel valued and valuable, worthy and worthwhile?”



- To Go Deeper: Download the *Fundamentals of Feedback* tool from the toolkit to help bolster others sense of competency and to deliver meaningful feedback while keeping self-esteem intact. Also, download the tool called *How to Avoid Crushing Others Self-Confidence*.
- To Go Deepest: Read Chapters 5-7 of *Make It Matter: How Managers Can Motivate by Creating Meaning*.

3) AUTONOMY & INFLUENCE

- Power Tip: Remember that the #1 factor that most correlates with happiness in work and life is the existence of autonomy! Periodically ask yourself, “Am I macro-managing, or micro-managing?”
- To Go Deeper: Download the *8 Ways to Grant Intelligent Autonomy* tool from the toolkit. It takes work to give away work (especially in a manner that will maintain the noble intent of granting autonomy without dipping into the dark side of it – this tool will help you do so). To help jump start conversations around risk taking (which goes hand in hand with creating an autonomous environment) download the tool entitled *Risk Taking Conversation Starters*.
- To Go Deepest: Read Chapter 6 of *Make It Matter: How Managers Can Motivate by Creating Meaning*.

4) OTHER TOOLS AVAILABLE

- Feel free to download any of the other tools in Scott Mautz’s toolkit – they’re intended to help you become the kind of leader others want to follow.
- You can also download a free e-book entitled “*The Full PoTENTial: Ten Ways to Bring Out the Latent Potential in Your People*” at scottmautz.com/full-potential-e-book.
- You can visit scottmautz.com to sign up for his blog, connect with him in social, follow him as an Inc. columnist, and get free shareable images/quotes – all intended to help you Work, Lead, & Live Fulfilled.
- Know that in addition to the chapters mentioned above from the book *Make It Matter: How Managers Can Motivate by Creating Meaning*, the book also has chapters on Why Meaning Matters, The Markers of Meaning, Learning & Growth, Meaningful Decision Making & Influence, Meaning-Making Leadership, and Cutting Off Corrosive Behaviors.

