



Maximize Your Effectiveness

Presenter: Margaret Graziano, CEO of KeenAlignment

Margaret Graziano, CEO of KeenAlignment, is a leading talent management expert, keynote speaker, and author of *The Wealth of Talent* with over 20 year of real-world, hands-on experience in hiring strategy and talent development. She brings neuroscience to hiring, learning and development, and employee engagement. A pioneer in her field, she has developed a talent strategy system that gives business leaders the actionable steps they need to align their corporate strategy with their people strategy and thereby maximize employee effectiveness and engagement and develop high-performing teams who consistently elevate the customer experience.

A Certified Co-Active Executive Coach, Certified Employee Retention Specialist and Trainer, and an Organizational Development and Talent Architect, Margaret has been a guest speaker at conferences and seminars where she's captivated audiences with her presentations on Conscious Hiring, Leadership Effectiveness, and Workforce Optimization. This training is about what it takes to sustain your success. Over the last 25 years, Margaret has discovered many common themes among people who stay the course, and she'll share how to sustain your success and maximize your effectiveness.

Meeting: "Maximize Your Effectiveness" by Margaret Graziano

If you are reviewing this episode with a team, watch the entire Episode and ask your group for their key takeaways and insights. Review the following below to fill in the gaps.

(Facilitator): Margaret has invited you to participate in an incredible opportunity, one that most do not slow down and take the time to do. She has presented a wonderful blueprint for you to stop and conduct a review of your own self, and of your future.

Many would say the cliché that they are their own worst critic, but Margaret gives us more of a formal structure to this process. All individuals fall into one of two categories. The first has an incessant looming cloud of pressure creeping in from all angles, resulting in a never-ending feeling of not living up to your possible potential. The other lives in a naive bliss, refusing to make eye contact with the person they see staring back in the mirror. Regardless of which camp you are in, the best recruiters have a supreme level of self-awareness and emotional intelligence. Introspective reflection is essential as it gives the brain time to take a break from the noise, unravel cause and effect, and create meaning. This meaning creates a catalyst for actions rooted in purpose and significance.

Whether you love this kind of self-reflection or loathe it, Margaret is giving you the opportunity to envision your path for success – take it!

Write down a list of common traits you believe it takes to truly succeed in recruiting and business, and, write down two individuals you know who demonstrate that trait.

Trait: _____ Who has it: _____



NEXT LEVEL
Exchange

What aspect of your career do you love the most? Be Specific: _____

What type of people do you represent? _____

What field are you in? _____

What type of customers do you attract? _____

What do you like about them? _____

What specific kind of role in recruiting do you aspire to achieve? _____

Who will you impact? _____

How will you impact them? _____

What will people say about you? _____

Where do you live? _____

What type of home? What cool features does your house show? _____

Where have you traveled? _____

Where are you traveling next? _____



NEXT LEVEL Exchange

Who will you bring with you? _____

How many weeks do you spend “off work” in restoration mode? _____

What do you do for fun? _____

Who do you do it with? _____

What are the habits, competencies, or traits you want to improve: _____

Can you identify any limiting beliefs that are likely in your way? About what you deserve in life, what you can count on from others, the type of relationships you can have, your potential, etc?

Who could you hire as a coach or engage with as an accountability partner who holds you high?

Select one relationship in your life that you’d like to strengthen: _____

Finally, develop your neuroplasticity:

1. Get 8 hours of sleep
2. Engage in daily or every other day exercise
3. Practice good nutrition
4. Practice mindfulness with activities such as yoga, meditation or quiet reflection
5. Do things for the first time that stretch you