



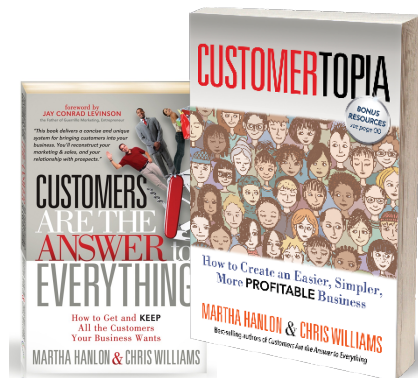
Leadership

Martha Hanlon Wide Awake Business



Who We Are

- 6,102 clients
- Increased customers = \$728M
- Leadership Acceleration & Business Development
- *Founders* of Lead Her Up Community & Retreat
- 40+ years of business development, marketing & leadership expertise
- 2 Best-selling books



Where Are You Spending Your Time?





As a Leader

Your #1 responsibility...

...You are responsible for those around you to *rise up!*





Lead Yourself



Lead Your Team



Lead Your Clients



Lead Your Legacy

Step Up to Leadership

	Creator	Technician	Owner	Leader
Focus	Following/driven by your passion	Your value: the time/effort you put in	Your value: leverage & measurements	Your value: thinking, vision and building trust
Your Role Plan	Do it	Control	Manage	Inspire
	Let's create it!	I want to control it	Structure it	Grow it
Strategy	Right to roll...let's start it!	Do it	Supervise it	Inspire it
Outcome	Fulfillment	The business runs you	You run the business	<i>You've built a living organism</i>

	Creator	Technician
Focus	Following/driven by your passion	Your value: the time/effort you put in
Your Role	Do it	Control
Plan	Let's create it!	I want to control it
Strategy	Right to roll...let's start it!	Do it
Outcome	Fulfillment	The business runs you

Growing to An Owner

	Creator	Technician	Owner
Focus	Following/driven by your passion	Your value: the time/effort you put in	Your value: leverage & measurements
Your Role Plan	Do it Let's create it!	Control <small>Please say that again</small> I want to control it	Manage Structure it
Strategy	Right to roll...let's start it!	Do it	Supervise it
Outcome	Fulfillment	The business runs you	You run the business

Leadership Has Many Levels.



**What If Your Only
Responsibility Was...**

Rising Up
Your Self
Your Team
Your Clients



What Does
"Rising Up"
Mean To
You?



Imagine...
Your Only Responsibility
Is
Rising Up

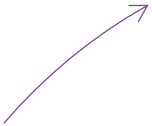
You work in your values, building trust in yourself and your Team in you

You deliver only your highest value to your business every day

You crafted a "rising up" development plan for every Team member

Your value is strategy, vision, values, culture and building trust

You developed services that truly advanced the health, wealth, well-being of every Client





**You're About to
Give Yourself
Permission to
Doodle Yourself
Free**



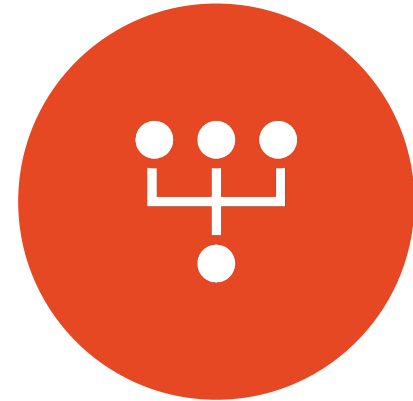
To Really Rise Up...



WHAT IF **YOUR ONLY JOB** WAS BEING **RESPONSIBLE FOR ALL TO RISE UP** TO YOUR 2022 GOAL???



WHAT WOULD BE THE ONLY THINGS ON YOUR PLATE? WHAT WOULD YOUR **SOLE RESPONSIBILITIES** BE?



WHAT DOES **EACH TEAM MEMBER REQUIRE TO RISE UP** TO DELIVER THEIR PART OF THE GOAL?



Write Down...

**...just one thing you can do RIGHT NOW to rise up
yourself, your leadership**

**Is Your Team
Ready to
Rise Up to
Your 2022
Revenue Goal?**





A Team Rising

- If my Leadership responsibility is to insure the people around me **Rise Up**, with whom have I dropped the ball?
- What would I be asking of my Team if I wasn't afraid of losing them?
- Who around me is screaming an alternative approach, yet I've been ignoring them because I haven't seen the problem or the need to shift strategies?



Write Down...

- All your Team Members
- What's one thing you will do for each for them to *Rise Up*?

Because Your Results Don't Manifest Until You Lead



**Lead Your
Team**



**Lead Your
Clients**



**Lead Your
Legacy**

Business
Finances

Personal
Finances

Brand
Legacy

Lead Your
Legacy

Lead Your
Team

Build
Culture

Build
Team

Leadership

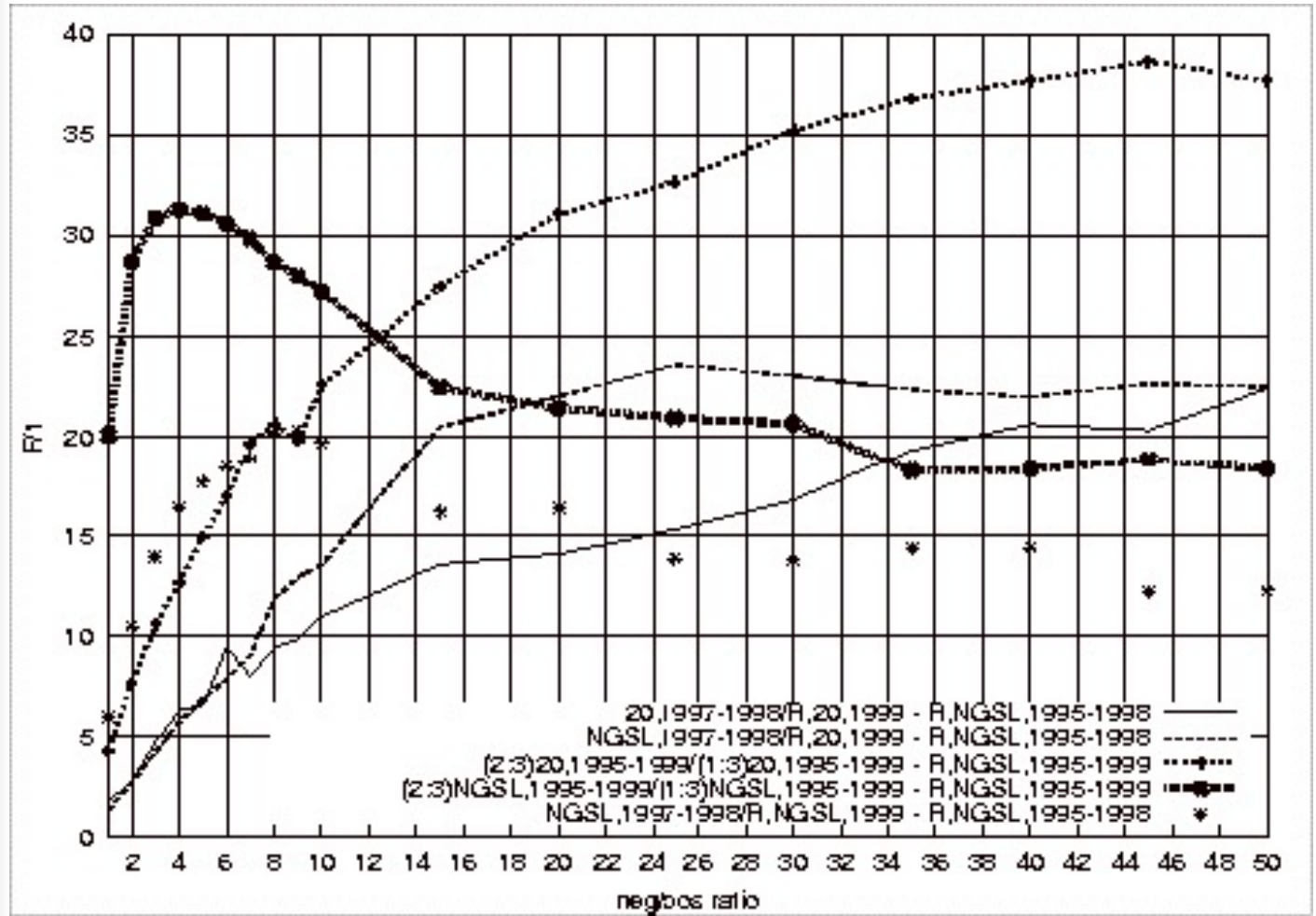
Create
Values

Build
Trust

LEAD
YOURSELF

And One Last Thing

Measure
Your
Results!





Thank You

Martha Hanlon

Wide Awake Business

302-212-2643

martha@wideawakebusiness.com

For stepping up to make an enormous difference!

