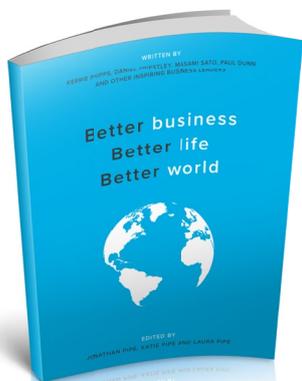




Build, learn, give and be true to who you are

As seen in the book **Better Business, Better Life, Better World**, by Paul Dunn, Masami Sato, Daniel Priestly, Kerrie Phipps and other inspiring business leaders.



**KERRIE
PHIPPS**
Connect with Confidence



Based in Australia, Kerrie is:

- An international speaker, award-winning leadership coach, author and life-long learner
- Passionate about traveling, meeting people, and inspiring a more connected and compassionate world
- Author of the books 'DO Talk To Strangers: How To Connect With Anyone, Anywhere', and 'Lifting The Lid on Quiet Achievers: Success Stories of Regional Entrepreneurs', along with seven co-authored titles
- Her family are her greatest inspiration, and she regards her calling to serve leaders and difference-makers as a joy

Here is the advice she would give to her grandchildren...

BETTER BUSINESS

The key is to build teams, build community, build connection and build leadership.

You don't have to figure it all out on your own. Connect with others and learn from people of all ages. Build a team. Even if you're a solo-entrepreneur, you'll need others to be truly successful and make the difference you're capable of. You can do some amazing things on your own, and it's good to discover what you're capable of. It's even more incredible to build a team and create a bigger impact.

Connect with people who are different to you, in skill-set, natural gifting, and culture. Find common ground, shared vision, and celebrate diversity in ideas – you'll find creativity and innovation increases and delivers value, benefiting all around you.



The more you can build relationships with humility and authenticity, the more you'll find yourself and other people flourishing. We do our best when we can truly be ourselves, and let our inner light shine. It's a challenge to discover who we really are, and what we truly believe when we're surrounded and impacted by the influence of other people and culture. I'll continue on this theme in a little while. But in the meantime, let's take a closer look at leadership that BUILDS.

And, as you will see, the acronym for BUILDS is...

...Bold, Understanding, Insightful Leadership Delivers Success.

Bold

Be brave and take risks. You see the world differently to those around you. If you don't, please get out and travel more and talk to strangers. You take a risk when you share a new idea or when you ask a question no one else is asking – you'll often find that others wish they had the courage to. Your boldness will inspire others, and increase your confidence to keep stepping out. Sometimes this makes a small difference, sometimes you might wish you hadn't, but if your desire is to BUILD, all of the smaller moments of boldness will strengthen and prepare you for times you most need to speak up or take action, times when you can make a significant difference.

Understanding

Listen to people. Listen to yourself too. When you listen, take note of what you're listening for. Are you listening to hear that you're right, or are you listening with curiosity, to see how you can serve, and what you can learn? Can you be IN that moment, not bringing judgments or situations into the conversation, or fast-forwarding to what you'll say next, allowing insights to emerge, for both you and others? We tend to fill the gaps in conversation or allow others to fill the gaps. Practice by listening without interruption. Who has time for that you wonder? It's a valuable exercise, so please give it a go. Find a talkative child and ask them to explain their favourite thing to you.

Listening to someone, really listening, not only assures them that they matter, but also provides you with an opportunity to understand another perspective at a deeper level. Learn to ask questions that deepen their learning; questions that help them have insights which increases their own understanding of what matters to them and why. You will make a lasting impact. Not only will you have served them, but all who they serve. Understanding is not just about your understanding of what someone shares, but deepening theirs.

Insightful

Business is an amazing opportunity for personal growth if you're willing to face yourself, learn and grow. Take time to search out insights. Look at everyday situations with questions like 'what can I learn here?' Ask yourself questions, hire a coach to ask you what no one else will, and be OK with the awkward silence that may be there before the insight comes. Be OK with awkward – maybe even comfortable. Laugh every day. Humour and lightness pave the way to creativity, collaboration, insight and innovation. Laughter is indeed the best medicine.

Leadership

Study leadership, reflect on your experiences with leadership in your life, and ask others. Ask 'what works?' and focus on the strengths of leadership. If your focus is to 'not be like' a previous boss or leader, you're short-changing yourself (and others), and limiting your capacity to grow. Instead, focus on what you do want, rather than dwelling on someone else's negative attributes. Learn about the strengths of leaders, and discover your own strengths. How can you inspire others? Inspiring people is often something that great leaders aren't focused on doing, they aren't 'trying to'... they're being themselves and bringing their best. They're acknowledged for who they are.

Delivers

More than you can imagine. When you're building, you're in the hard work phase. It doesn't look pretty. Sometimes we can lose sight of the vision we started with, but your consistent action and insight will move you forward more than you're seeing at the time.



Success

I looked across an Asian city recently and asked myself, what's the learning here, in this scene? Then the 'awkward moment of nothingness' – unemotional, disconnected – simply observing... as I looked at the contrast between the small, old one and two storey homes and the new skyscrapers surrounding them, I began to think about capacity. I imagined the conversations of people who've seen change occurring around them – and the various decisions they could be making.

When we stay comfortable with what's always worked, we limit our capacity. We build to increase capacity – more lives are changed, more customers served, more people and environments served. Building is challenging, but we have an opportunity to dig deep and create solid foundations that will serve many. The increased capacity makes an ever-increasing difference.



That's my understanding of success. To have served well, to know that you've made a positive difference and continue to do so.

Building takes time. There are some things you can do quickly, but don't let people or circumstances rush you in those times when you know you need to take the time to listen, to ask, to learn. I grew up on a farm. I've seen firsthand that seeds also take a long time to grow to their potential. And their potential isn't just the crop that's sold for food, it's the seeds planted for the next harvest. They're tiny, take a long time to grow, but when they're nurtured well the increase is incredible. It usually takes longer than we want it to, but our patience pays off.

If you know you're growing your dream and increasing your capacity, you don't need to be distracted or discouraged by the expectations of others. They don't see your foundations. They don't know the seeds you've planted. Seeds have been planted that come to fruition – sometimes when you least expect it, and in bigger, more beautiful ways than you can imagine.

Business building – it's all about service. Your business serves your community, customers and staff – and your dreams.

BETTER LIFE

Life is a journey... keep moving forward.

Do and reflect. Learn from your doing. Do what other people shy away from. Do talk to strangers, do what other people don't bother to do. Do speak up (respectfully) when others don't. Reflect on what you can learn from these moments. When you keep 'having a go' you continue to learn and improve. Stay curious.

Learn from people of all ages. Learn as you go. So many people want to get it right first, get all the information and then take action. This is important in some areas, but many times, the learning and equipping happen along the way. So get on your way.

Travel. There's nothing like new places and new people to keep your thinking fresh and your heart open to others. When you're not travelling, be open to travellers and people who've migrated to your area.

Doing, learning, travelling and reflecting on all of your experiences can help you to understand yourself and others more. Understanding yourself and your strengths positions you to live boldly and authentically, which is the most challenging undertaking in life.

Others will have their expectations of who you are and how you should show up in the world. But I've found that expectations are exhausting – far more than this battle of discovering and being your true self. Keep learning, doing, and being true to who you are.

*E. E. Cummings
expressed it like this...*

'To be nobody but yourself, in a world that is doing its best, night and day, to make you everybody else – means to fight the hardest battle which any human being can fight, and never stop fighting.'



BETTER WORLD

Be a difference maker.

Be focused on helping others as you go throughout your life. Don't leave it until you're older, more settled, more comfortable. Be a giver always. Speak up for those who cannot speak for themselves. As A. A. Milne wrote in 'Winnie The Pooh':

*“Promise me you'll always remember: You're braver than you believe,
and stronger than you seem, and smarter than you think.”*

Use your bravery, strength and smarts for the greater good.

Leave the place better than you found it. This is ageless wisdom that can be applied anywhere, and one that tidy people love from a practical perspective. But we can apply this to people also. Consider how you can leave people in a better way than they were when you found them. You may not see in yourself the capacity to make a massive difference, but any positive difference can mean the world to someone.

A smile and a friendly greeting can be all the encouragement someone needs to keep going, it can be an assurance that there is still good in the world, when they're having a moment of feeling that there isn't.

The line between success and failure can be very thin, and encouragement makes a world of difference. Indeed, it is often the one thing that finally gets someone over the line.

Cheering you on,

Kerrie.

