

KELLY HATFIELD

**STRATEGIES**  
FOR  
**APPRECIATION**  
AND  
**MENTORSHIP**

Lessons in leadership, cultivating people,  
and personal development

**ABSOLUTE**  
*advantage*

# Introduction



We are leaders and entrepreneurs at heart. We believe FULLY in the power of the ripple effect and the opportunity that each of us has to create meaningful, positive and long-lasting impact in the lives of our teams, our clients and all who we serve. We consistently focus on ensuring that this amazing opportunity is realized and have built several successful companies directly connected to helping others live into their opportunity to make a greater impact.

We have been in the Recruiting and HR field for over 25 years. Along with our amazing teams, we have created 4 successful businesses aimed at matching exceptional talent with top organizations. Through our passion for service and helping people, our reach has organically expanded into the area of coaching and consulting. With a focus on high-performance, we partner directly with leaders and with companies to support and develop their leadership teams and design recruiting and retention strategies. Additionally, our work as hosts of Absolute Advantage Podcast offers a conduit to deep discussions with successful entrepreneurs, executives, and thought leaders across a variety of industries. This has provided us with a unique perspective and deep connection to leadership, people, entrepreneurship and high-achieving practices from all viewpoints.

As successful entrepreneurs and certified High-Performance Institute Coaches, we couldn't be more excited about helping you take your personal and professional life to the next level. We've had a lifelong passion for helping others succeed and are committed to making a positive impact in the lives of the people we touch. With over 25 years in leadership, we know from experience what it takes to build a happy life, successful business, high-performance mindset and high achieving teams. We are certain that one of the keys to our success as leaders and entrepreneurs has been the support we've received along the way from coaches, mentors and subject matter experts in their respective fields. Any time we've needed to level-up, we've sought the advice and support from those who have been where we want to go.

If it's YOUR time for a dramatic transformation and rapid advancement in your personal and professional life, we'd love to help you break through your barriers and reach your highest potential so you can go out and make YOUR impact in the world.

# Showing Appreciation within Your Culture



Lee Caraher is the CEO of Double Forte PR & Digital Marketing; an acclaimed communication strategist, she's known for her practical solutions to big problems. Her company works with some of the top consumer and technology brands in the country.

***"If you have a business without a millennial — you have a business without a future. Period." — Lee Caraher***

Why do you need millennials on your team? If you can create a culture where millennials can thrive — everybody else thrives. But the reverse is not necessarily true.

You have to grow the bottom level of your team to grow the top level over time. You must force old dogs to learn new tricks.

Appreciation is powerful because it is something measurable and drops right to the bottom line. Research shows that teams feeling appreciated outperform the teams that don't by **37 percent**.

Staggering.

And, if a person hears an affirmation three times as much as they hear constructive criticism — they feel more confident.

## **How do you show appreciation?**

1. Say please
2. Say thank you.

It isn't more complicated than that.

Part of how to demonstrate appreciation is to share the full context or the "Why" a policy, procedure, or certain way of doing things exists.

***"Why don't they just do what I say? Why do they need to know 'why'? It is because context is King Kong — it matters. You need to share the why and ask your team how to improve the why and the process."***

# Become a More Effective Leader and Listener



Ross Warne, PE is Anvil's Manager of Resources where he has the responsibility of leading Anvil's Project and engineering effort. He establishes annual goals, works metrics by working with all disciplines to ensure Anvil continuously provides consistent, quality products, and services to all clients.

***"My #1 lesson in leadership is to listen to everyone you're working with. It is only through listening can you provide the value necessary to be successful. Not listening leads to miscommunication and making mistakes." — Ross Warne***

## **How can you become a more effective listener and leader?**

1. Stop.
2. Don't think about anything else.
3. Listen to what the other person is saying.
4. Reflect back to them what you heard in order to validate you are both on the same page — and — it demonstrates to the other person you truly heard them.

Why does mentorship in our team matter?

***"Our people are the lifeblood of our company so we need them to be productive the day we bring them in the door."***

Mentorship is critical to gaining the absolute advantage.

***"You need to step back and look at the larger picture and understand how all the pieces relate to one another so you can help everyone achieve success."***

Work hard to understand the drivers of your employees — what they are looking for — so you can provide meaningful careers. You do that through open, honest, and transparent communication.

That's the key.

***"The importance of retaining 'A Players' has never been as important as it is now and over the next 10 years."***

It's been my experience that "A Players" are the team members who are engaged, interested in everything taking place within the organization, they are visionaries, problem solvers, high producers, confident in their abilities, and when you see them walk from place-to-place — they move with a sense of purpose.

## **Two strategies to share with the newest leaders on your team:**

1. Learn from those around you every day.
2. Have a vision and create a plan for improvement to reach the destination.

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