

# MacKay Mastery Model

## Inspired Leadership -You Go First™

### Strategy Guide



# Inspired Leadership – You Go First™

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**Participant Name:**

## Preparation:

**If you are not a member of MacKay CEO Forums, you can complete this strategy guide as a self assessment and development program. If you are a member of MacKay CEO Forums, please send your completed prework package to your Forum Chair 3 days prior to the start of your retreat.**

### Part I (60 min):

1. Watch the Dec 1, 2020 [video](#) recording of Inspired Leadership-You Go First – interview with Tim Magwood (Forum Chair) and Nancy MacKay, Founder and CEO of MacKay CEO Forums. (30 min)
2. Complete your scorecard rating (1-10) and first 2 columns of each chart (reason for rating + future ideal state) on pages 5-15. We will review the 10x toolkit for each success factor: daily success habit, inspiring leadership toolkit, game changers and references during the retreat. (30 min)

### Part II (60 min):

3. Complete the 10x Inspired Leadership goal setting questions on page 16. (30 min)
4. Your Forum Chair will assign a peer partner for you. Schedule a 30min 10x Game Changer Speed Date by phone/zoom/in person with your assigned peer group member. Share your completed goal setting prework (item 3 above) with your peer group member in advance of your speed date. Each peer group member gets 15min to brainstorm potential additional 10x Game Changers to help you achieve your goals. (30 min)

### Part III (30 min):

5. Prepare a 10 min Inspired Leadership Talk (aka Dream Building Speed Date) using the questions on page 17. You will be sharing your 10 min Inspired Leadership talk at the retreat.

### Part IV (unlimited):

6. Only if you are really serious about achieving Inspired Leadership Mastery, watch the videos, listen to the podcasts, and read or listen to the reference books to 10x your learning and growth. To save you time, many of the references are available on [Blinkist](#) which is a book summarizing subscription service.

### Part V (unlimited):

7. Only if you are committed to leveraging your learning, after the retreat, invite your top team to do the retreat preparation and Chair your own Inspired Leadership -You go First Retreat within the next 90 days.

# Sample Leadership – You Go First

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## Retreat Agenda:

**Using our MacKay Mastery Model for Inspiring Leadership, you will learn how to use our:**

- 10x roadmap and tools to inspire you to take positive action and be judgement free every day.
- 10x goal setting approach involving a peer partner to identify game changers.
- Dream building speed date to 10x your level of inspiration.

### **Day 1 (5 hours)**

- Ideal Outcomes from Each Participant and lessons learned from your 10x game changer speed date (30min)
- MMM Judgement Free and Zero-Criticism (30min)
- 7x 10min Inspired Leadership Talks (70min)
- Success Factors 1-5 using breakout rooms (2 hours)
- Commitments (15min)
- breaks (30min)

### **Day 2 (5 hours)**

- Ideal Outcomes (15min)
- 7x 10min Inspired Leadership Talks (70 min)
- Success Factors 6-10 using breakout rooms (2 hours)
- Commitments (30min)
- breaks (30min)

# Inspired Leadership – You Go First

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At MCF, our dream is to populate the world with inspiring leaders. We're a world-wide peer learning organization for over 1,200 CEOs/Executives/Business Owners, 20 Partners and over 60 Forum Chairs.

At MCF, we believe that Inspiring Leaders:

1. Inspire themselves every day to make a positive impact
2. Inspire others every day to make a positive impact
3. Deliver extraordinary results in all aspects of their lives

So how do you create inspiring leaders? It's not how you might think. Inspiration is internal. To inspire others, you have to first inspire yourself.

We live in an exponential change world. In the past an incremental improvement mindset was good enough to succeed. In 2021 and beyond, we need a 10x mindset of achieving mastery in order to transform our own level of inspiration. This is how we will make the world a more inspiring world every day.

## The MacKay Mastery Model (MMM) for Inspiring Leadership

The MacKay Mastery Model for Inspiring Leadership consists of 10 success factors to support you on your lifelong journey to achieving inspiring leadership mastery. It is a roadmap to inspire you to take positive action. Please watch the Inspired Leadership – You Go First 30-minute [video](#).

For each of the 10 success factors, we have the following learning tools:

- 10x Daily success habit – to develop an inspired leadership mindset
- 10x Inspired Leadership tool kit – to provide a new language for success
- 10x Reference materials – to encourage a deeper dive to achieve mastery
- 10x Game changers – to identify those people who can accelerate your progress towards mastery

In order to achieve mastery in each success factor, you need to surround yourself with game changers. These are people who can transform your life and help you achieve your full potential. For example, a game changer could be any of the following people: an advisory board member, Forum Chair, coach, mentor, EA, author, speaker, peer, friend, boss, top team member, spouse/partner, or others.

# Inspired Leadership – You Go First

## Part I:

### Judgement-Free and Zero-Criticism Inspired Leadership

At the heart of the MMM is the principle of judgement-free and zero-criticism. This means treating everyone as a human being with unique gifts. To be inspired every day, you need to show up as your authentic self. The “real you” is a caring, vulnerable, assertive, and judgement-free human being. Criticism of others is a form of self-torture. We judge others because we don’t love ourselves. Now is the time for all leaders to eradicate sexism, racism and elitism. This is essential to making our world a more inspiring world every day.

#### DAILY SUCCESS HABIT:

Use positive self talk, such as: “I’m a lovable person, I’m a beautiful person, I’m enough, I’m a gem, I have a lot to offer, I’m an amazing human being”. You need to love yourself before you can love others – you go first.

#### REFERENCE:

***Good Morning, I love You: Mindfulness + Self-compassion Practices to Rewire Your Brain for Calm, Clarity + Joy*** by Shauna Shapiro – click [here](#)

#### INSPIRED LEADERSHIP TOOLKIT:

To avoid criticizing others, use the language of CVA (caring, vulnerable, assertive). For example, *I’m feeling frustrated* that I did not get my bonus, *the impact on me is* that I don’t feel recognized for my contribution, *I need to understand why* so I can learn from this experience and move on.

#### REFERENCE:

Victim Consciousness video – click [here](#)

Drama Triangle video – click [here](#)

#### WHO IS YOUR GAME CHANGER?

#### SCORECARD:

I am a 100% judgement-free and zero-criticism human being.

Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

# Inspired Leadership – You Go First

## 1. TIME MASTERY

We have a proprietary process and tools to help you master your time so you can be successful with your career without sacrificing your health and relationships.

### DAILY SUCCESS HABIT:

Rate yourself on a scale of 1-10 (10 is high) according to how satisfied you are with each aspect of your inspired leadership wheel of life. Work with game changers in each aspect of the wheel that you want to transform. These people are your success team.

### REFERENCE:

How Great CEOs Achieve Time Mastery – click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

Let go of the “being the boss”, having all of the answers, and telling people what to do. You go first at being a human being with unique gifts just like everyone around you. Complete your 90-day plan (business, family, personal) and have each person on your top team complete their 90-day plan and share with the team. Review each quarter individually and as a team. See Appendix for sample 90-day plan.



### REFERENCE:

CEO Time Mastery Video – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I have mastered my time in my business, family and personal life.

Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

# Inspired Leadership – You Go First

## 2. EGO MASTERY

We help you master your ego so you can have much better and more effective business and personal relationships. As human beings we have 60,000 thoughts every day and our ego wants us to suffer.

### DAILY SUCCESS HABIT:

Rate yourself on a scale of 1 – 10 on each aspect of the house of ego. When you are in a negative emotional state, do not talk to another human being because your ego will be really loud. If you don't park your ego, then go back and apologize.

### REFERENCE:

**A New Earth** (Chapter 3) by Eckhart Tolle – click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

To park your ego, put the “shield” on and do not take things personally. Use the language of MVE (mirror, validate, empathize). For example, “I hear you saying, it makes sense to me, I would feel the same way”.

### REFERENCE:

**The Power of Now** by Eckhardt Tolle – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I have good business and personal relationships because I have mastered my ego. Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

### HOUSE OF EGO



# Inspired Leadership – You Go First

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## 3. SHARED EXPERIENCE MASTERY

To inspire people around you to take action and build future leaders, you learn how to share your own experiences using an authentic and judgement-free approach and avoid telling people what to do.

### DAILY SUCCESS HABIT:

Listen 80% and avoid telling people what to do or saying, “you should”.

### REFERENCE:

*Sharing Experiences: The Game Changing CEO Leadership Skill* - click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

Use 2minute shared experiences: ISAR (issue, situation, action, result) based on successes and failures.

Use 2-minute inspired leadership story telling to share a sequence of related events with the following elements: time/place + character + surprise/drama + business point.

These tools can be used to inspire yourself to learn from your own true stories of successes and failures. This is a judgement-free approach to inspired leadership.

### REFERENCE:

*Story Telling for Leaders* – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I have mastered my ability to inspire myself by sharing my experiences and true stories.

Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)



# Inspired Leadership – You Go First

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## 4. SOCIAL CONTRIBUTION MASTERY

By taking the time to make the world a better place, the inspiring leaders in our program are empowered to give back to their community through volunteer commitments.

### DAILY SUCCESS HABIT:

Lead with generosity with every person you connect with and ask, “how can I serve you?”

### REFERENCE:

**Rick Hansen’s Man in Motion Tour: 30 Years Later** by Jake MacDonald (Author) and Rick Hansen (Foreword) – click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

Take a stand on causes that matter to you and give your time, money, smarts, resources to others in need. Use a filter of: (1) is it aligned with your purpose; (2) do you have something to offer; and (3) does it make your heart sing. Take a stand on being “the best for the world” and join the B Corp movement.

### REFERENCE:

**The B Corp Handbook** by Ryan Honeyman – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I make significant personal contributions to my community through volunteer commitments.  
Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

# Inspired Leadership – You Go First

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## 5. INNOVATION MASTERY

Continuous learning and personal growth in our peer groups provide a constant source of new ideas to raise your game as a business leader and make a bigger contribution to the people around you.

### DAILY SUCCESS HABIT:

Research shows that your best ideas happen when you are by yourself. For example, in the shower, working out, in nature. Keep a New Ideas Journal close to you at all times.

### REFERENCE:

***New Factory Thinker*** by Bill Bishop – click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

Use small group (less than 10 people) customer and employee hackathons to: (1) generate new ideas that are coming directly from your stakeholders and are more likely to be successful; (2) take action within 24 hours to generate quick wins; and (3) fail fast if you don't get the results you want.

### REFERENCE:

***Hackathons: From Idea to Successful Implementation*** – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I consistently expose myself to new ideas and take action to achieve new results.

Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

# Inspired Leadership – You Go First

## 6. PROACTIVE HEALTH MASTERY

In our peer groups, we encourage each other to be proactive about our health, and gain access to leading-edge health resources and technology.

### DAILY SUCCESS HABIT:

Make your health your #1 priority every day. Consider how you can dramatically improve your sleep, exercise, meditation, selfcare and nutrition. Commit to a minimum of one hour every day to take care of your health and wellbeing.

### REFERENCE:

*Younger Next Year* (Men) – click [here](#)

*Younger Next Year* (Women) – click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

At minimum you need an annual health check with your family doctor. If you are committed to mastering your health, then consider the following options:

- Annual prevention screening (our National Partner, Telus Healthcare Centres has a special offer for all members and their families)
- Healthcare Navigation (our Innovator Partner, Advica Health has a special offer for all members and their families)
- Prenuvo cancer prevention screening (leading edge technology is available)
- Anti-aging (functional health) doctors
- Personal trainers, nutritionist, sports coaches, health coaches

### REFERENCE:

*It's Never Too Late to be Healthy* by Kevin Brady – click [here](#)

*The Mind-Body Cure* by Dr. Pal Pawa – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I have mastered healthy habits and have become proactive about my health.

Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

# Inspired Leadership – You Go First

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## 7. RELATIONSHIP MASTERY

In our program, you learn how to identify a “top 20 success team” and build long-term trusted relationships with board members, your peers, your direct reports, your customers, and other key stakeholders.

### DAILY SUCCESS HABIT:

Love is the most important basic human need. Send love and positive energy to the people around you. Spend most of your time with people you love (and they love you).

You need a (5:1) ratio of positivity to negativity to keep the emotional bank account full.

### REFERENCE:

***Getting the Love You Want*** by Harville Hendrix – click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

Business love = open-heartedness + tell the truth + unconditional

Use the word love freely in all areas of your wheel of life.

Business speed dates give you an opportunity to build deep trusted relationships with people anywhere in the world.

For example, the 10-min Inspired Leadership Talk is a “dream building speed date”.

### REFERENCE:

***Love is Just Damn Good Business*** by Steve Farber – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I have a “top 20 success team” and I have positive long-term trusted relationships with people in all areas of my wheel of life.

Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

# Inspired Leadership – You Go First

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## 8. PASSION MASTERY

To foster greater passion for your vision, we provide tools and support to help you identify your strengths, your purpose and your “why”, so you can make the biggest possible impact every single day.

### DAILY SUCCESS HABIT:

Recommit to your purpose everyday. Ask yourself three powerful questions: (1) what is success?; (2) what do you want?; (3) what is your purpose?

### REFERENCE:

**Start with Why** by Simon Sinek – click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

There are six basic human needs (certainty, variety, significance, love/connection, learning and growth, contribution). All behaviour, positive, negative or neutral is an attempt to meet these six needs. We all tend to value two of these needs more than the rest. Which two needs do you value the most?

### REFERENCE:

**Unleash the Power Within** by Tony Robbins – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I make the maximum impact because I have great passion about my purpose.

Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

# Inspired Leadership – You Go First

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## 9. 100% RESPONSIBILITY MASTERY

Our inspiring leaders take no public credit for success, and take all the hits for failure, because they understand the importance of taking 100% responsibility.

### DAILY SUCCESS HABIT:

Build on your strengths every day to keep your self-confidence high. Your self-esteem is not subject to what others say or do. Give yourself a pat on the back every day for your successes and failures, and your ability to have the grit and determination to keep going no matter what.

### REFERENCE:

*Strengthsfinder 2.0* – click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

Use a 100 Percent Responsibility/Zero Excuses mindset. Apologize freely -you go first!

You have your own measure of success that matters more than how others evaluate you. Everything that happens in life is a learning and growth opportunity. You don't need external recognition and you don't use excuses when things don't go as planned.

### REFERENCE:

*Stepping Up: How Taking Responsibility Changes Everything* by Dr. John Izzo – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I take no public credit for success and take 100% responsibility for poor outcomes.

Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

# Inspired Leadership – You Go First

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## 10. 100% EMOTIONAL MASTERY

As inspiring leaders, our members have mastered how to show up in a positive emotional state, develop mental toughness, and enjoy the leadership journey moment by moment.

### DAILY SUCCESS HABIT:

Take 2 minutes right before you go to sleep at night and list everything you are grateful for on your wheel of life in your gratitude journal.

### REFERENCE:

***Surviving to Thriving*** by Steve Foran – click [here](#)

### INSPIRED LEADERSHIP TOOLKIT:

Who do you complain about? What resentments do you have?

Use 4 powerful questions to eliminate all stressful thoughts:

1. Is it true?
2. Can you absolutely know that it's true?
3. How do you react when you believe that thought?
4. Who would you be without the thought?

Bonus Question: What if the opposite was equally true?

### REFERENCE:

***Loving What Is: Four Questions That Can Change Your Life*** by Byron Katie – click [here](#)

### WHO IS YOUR GAME CHANGER?

### SCORECARD:

I always show up in a positive emotional state and have mental toughness.

Rate yourself on the above statement. 1(low) to 10 (high):

Reason for rating?	What is your ideal future state and why?	What will you commit to? (DSH, ILT, GC, references)

# Inspired Leadership – You Go First

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## Part II: Inspired Leadership Goal Setting

1. If you knew you couldn't fail, what would you do in the next 3 years (business, family, personal)? Who are your game changers?
2. If you knew you couldn't fail, what would you do in the next year (business, family, personal)? Who are your game changers?
3. If you knew you couldn't fail, what would you do in the next 90-days (business, family, personal)? Who are your game changers?
4. If you knew you couldn't fail, what would you do today (business, family, personal)? Who are your game changers?



# Inspired Leadership – You Go First

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## Part III:

### 10min Inspired Leadership Talk: (aka Dream Building Speed Date)

1. Where were you born and what was your family life like before you left home? 2-min
2. What was one key challenge that you had to overcome to achieve success in your career, family and personally? 2-min
3. What inspires you today to be an inspiring leader in all aspects of your life? 2-min
4. What are your big dreams (business/family/personal) and who are the game changers that you will surround yourself with to make your dreams come true? 2-min
5. If you could only choose one “Inspired Leadership – You Go First” success factor to achieve mastery in, which one would it be and what will you commit to?

# Appendix

## 90 Day Plan

Goal	How will you measure success?	Who is your game changer?	Next step
Business			
Family			
Personal			

# Appendix



As a member of our peer group program, you work with other inspiring leaders to master these key factors for success.



## TIME MASTERY

We have a proprietary process and tools to help you master your time so you can be successful with your career without sacrificing your health and relationships.

## EGO MASTERY

We help you master your ego so you can have much better and more effective business and personal relationships.

## SHARED EXPERIENCE MASTERY

To inspire people around you to take action and build future leaders, you learn how to share your own experiences using an authentic and judgement-free approach, and stop telling people what to do.

## SOCIAL CONTRIBUTION MASTERY

By taking the time to make the world a better place, the inspiring leaders in our program are empowered to give back to their community through volunteer commitments.

## INNOVATION MASTERY

Continuous learning and personal growth in our peer groups provide a constant source of new ideas to raise your game as a business leader and make a bigger contribution to the people around you.

## PROACTIVE HEALTH MASTERY

In our peer groups, we encourage each other to be proactive about our health, and gain access to leading-edge health resources and technology.

## RELATIONSHIP MASTERY

In our program, you learn how to build long-term trusted relationships with board members, your peers, your direct reports, your customers, and other key stake holders.

## PASSION MASTERY

To foster greater passion for your vision, we provide tools and support to help you identify your strengths, your purpose and your "why", so you can make the biggest possible impact every single day.

## 100% RESPONSIBILITY MASTERY

Our inspiring leaders take no credit for success, and take all the hits for failure, because they understand the importance of taking 100% responsibility.

## EMOTIONAL MASTERY

As inspiring leaders, our members have mastered how to show up in a positive emotional state, develop mental toughness, and enjoy the leadership journey moment by moment.