

A Kick In The Attitude

Leader's Guide

A Message from Sam...

“Sometimes life has a way of knocking the positive attitude out of us while diminishing our enthusiasm, focus, sense of humor, and resilience. Complaining and whining about it is not productive.

My message to you is simple: greatness starts with a positive attitude. The idea of using the best of what you have to create the best of what you want determines what experiences and rewards you will attract into your life.

This is not a new idea. Doing the best at something takes hard work and persistence. I will help you find those opportunities in adversity by using humor as a stress buster. So, please, to laugh out loud, feel refreshed, and experience a kindled enthusiasm!”

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Program Overview

A Kick In The Attitude!

Laughing while learning... Everyone loves to laugh and wouldn't it be nice to enjoy learning while laughing? Enter Sam Glenn in "A Kick In The Attitude!" Sam Glenn is a unique way of telling stories by using anecdotal situations that have occurred in his life. They are often very funny and may conjure up memories from your own past.

In "A Kick In The Attitude!" Sam says, "humor is the gateway to a better attitude! If you just lighten up...even a little, it can do wonders for your attitude! Life gets better when we get better and it all starts with your attitude!"

So the question is, how do you develop a better attitude and why is it important? We all want to have positive experiences at home and at work. Watch this film to learn Sam Glenn's four key principals to having a happier and more positive work environment and life.



About the Author...

Sam Glenn has become one of the most in-demand, inspirational, and motivational keynote speaker in the country. This once nighttime janitor who slept on borrowed floor space now invigorates audiences of every size with sidesplitting humor, insights, and candid simplicity. Sam Glenn is regarded The Authority on Attitude™ and has written 17 books on the subject of Attitude and Peak Performance in life and the workplace. Sam is the founder of Attitude Digest magazine, which targets senior level managers and entrepreneurs who are looking to inspire their team members. The magazine is motivational and inspirational. In his free time he enjoys dining and laughing with his family, fishing and making others look good on the golf course.

About the Producers...

Enterprise Media is a leading producer and distributor of entertaining and informative documentaries and TV programming to the global broadcast, corporate and educational markets.

*Enterprise Media's principals have been involved in the production of television programming and educational videos on topics relating to business strategy and management, with more than 60 business titles to their credit including *In Search of Excellence with Tom Peters* and *Who Says We Can't Do It? with Lance Armstrong*.*

Enterprise Media's material is unique. We specialize in unique "high end" business stories, produced in a lively and entertaining manner that make the domain of free enterprise interesting and accessible to a general audience, while containing content that is inspiring and useful at all levels in an operating business.



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Preview



Using This Program in a Training Session

There is no question that having a positive attitude is critical to the success of any organization. But often, employees forget about this. They get distracted; they have busy schedules; work piles up and employees get stressed out. We all need to be reminded about the importance of keeping a positive attitude. The message in "A Kick in the Attitude!" is fun to watch - and will reinforce the key messages necessary for having a great attitude and taking things in stride! The program is ideal for all audiences!



MANAGEMENT AT ALL LEVELS:

Let's face it; a positive attitude won't happen if leadership isn't committed to it. Managers need to buy into the program - and they need to talk about it with their employees. They need to think about how they will reinforce the messages day in and day out. They need to "buy into" the concept.

CUSTOMER CONTACT EMPLOYEES:

Whether on the phone, dealing with customers in person, or helping with customer complaints or concerns, every employee who has contact with customers should view this program. It's a powerful reminder that one of the core elements of great service is a positive attitude, it's fun to watch, and it will help reinforce the training you've already given on this topic. Remember, even if you only service internal employees, they are also your customers.

ORGANIZATION-WIDE TRAINING:

"A Kick in the Attitude!" has a simple and powerful philosophy that everyone in an organization can use. A great attitude is a benefit regardless of the position in an organization.



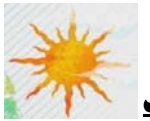
Suggested Agendas

Two separate agendas are provided below to help you prepare for your training session. They can easily be modified to fit your needs and or desired timeframe. On the following page we have also provided you with an untimed agenda so that you may customize your own training session.



1.5 Hour Agenda

	<u>Time</u>	<u>Page</u>
<i>Introduce the Training Session to Participants</i>	15	11
<i>Watch and discuss the DVD</i>	30	12-13
<i>Break</i>	10	-
<i>Discussion and Participate</i>	15	14-19
<i>Session Debrief</i>	5	22



3 Hour Agenda

<i>Introduce the Training Session to Participants</i>	15	11
<i>Watch and discuss the DVD</i>	30	12
<i>Break</i>	10	-
<i>Discussion and Participate</i>	30	13
<i>Discuss Listen Up</i>	20	14
<i>Discuss Keep Perspective</i>	20	15
<i>Break</i>	10	-
<i>Discuss Reject Negativity</i>	20	16
<i>Discuss Practice!</i>	20	19
<i>Session Debrief</i>	5	22



Note to Facilitator:

If you do not have time to do the full 3-hour training session then you may distribute the remaining exercises to your participants so they may continue the complete the training on their own.



Facilitator's Personalized Agenda

*You may wish to plan your own customized agenda that is different than the ones on the previous page.
Here is a blank agenda for your use.*



Activity	Time	Page
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____
11. _____	_____	_____








Checklist for Facilitator

This checklist will help you gather everything that is needed to complete this training session.





Meeting Preparation

-  *Write down your training objectives.*
-  *Send the Program Overview (page 3) to your participants prior to the training session.*






Location

-  *Create an atmosphere that is comfortable and conducive to learning.*
-  *Book the room in advance.*
-  *Provide a surface for writing and ensure the room is adequately lit.*
-  *Check for sound.*
-  *Be sure all of the seats have an unobstructed view of the visuals.*

Equipment

-  *Make sure that your DVD player or computer is working.*
-  *Check the DVD player through to be sure it works properly.*
-  *Check the PowerPoint equipment ahead of the training session.*
-  *Check all of the other equipment that you are planning on using ahead of the training session.*

Materials

-  *Facilitator's Guide*
-  *DVD of "A Kick In The Attitude!"*
-  *Paper and pens or pencils*
-  *Any required additional equipment*
-  *Nametags*



A Message to the Facilitator

You do not have to be a professional trainer to use this program. Sam Glenn's philosophy is straightforward and easy to implement. He believes that everyone can bring their creativity, positive attitude and enthusiasm into every interaction with customers and co-workers. The facilitator will act as a liaison to spread Sam's message. This is a process, not an instant cure. Not everyone will "buy-in" right away. But if you can help several people in your workplace become more creative and positive, it will spread like wildfire. You will also help create a more enriched workplace and it will become contagious. We promise!

Sam's message is uplifting and most participants will leave with a renewed sense of energy. Be sure to emphasize this and help them set high goals. Keep communication open and continue to reinforce the positive. Let them share their thoughts and brainstorm new ways to keep the energy alive both in the workplace and their lives. When you are preparing the program remember the following:

Create an environment where the participants feel free to share and discuss.

Send out a memo to participants with an agenda of what you wish to accomplish ahead of time.

Play fun music while people enter the training room.

Make sure you watch the DVD several days before the training session.

Invite people to the front and not hide in the back.

Remind participants of the program before via e-mail.

Try to stay on topic by using workplace examples and stories.

We have given you an overview of each training point that corresponds with a PowerPoint display if you wish to use them. Each training point also has several discussion questions and an exercise. Feel free to use these or create your own! Sam would want you to be creative!



Introducing the Session to the Participants

Time Required: 15 minutes

Materials Needed: PowerPoint Program Overview
Worksheet page 24

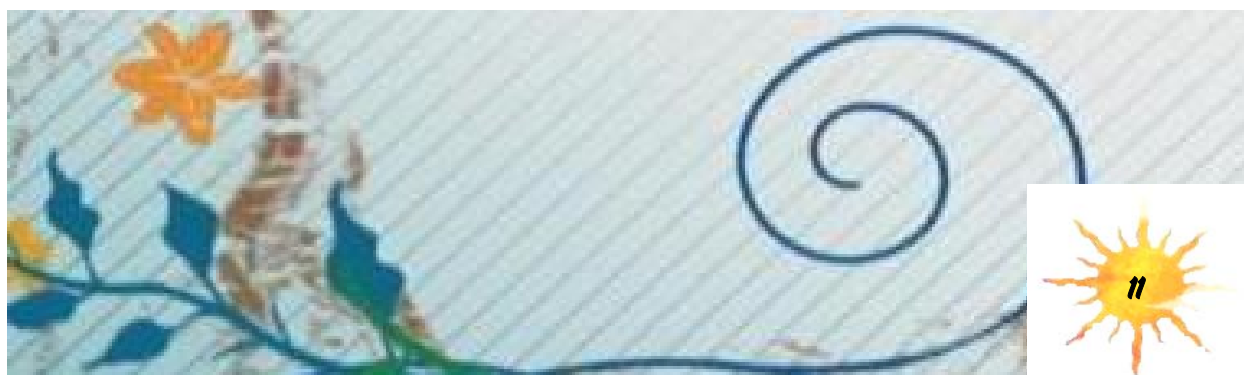
Objective: To introduce the subject, explain who Sam Glenn is and introduce the Facilitator and the participants to each other.

1 Introduce yourself and tell them what you hope to accomplish. Smile, tell them something about yourself, and create a positive and energized atmosphere. Have everyone introduce themselves to each other. Explain to the group that you are there to discuss how they can use their unique abilities to create memorable and lasting relationships with customers and co-workers by using Sam's training lessons.

2 Show PowerPoint slide number 11 of your training lessons:

**LIGHTEN UP
KEEP YOUR POSITIVE
REJECT NEGATIVE
ACTIVE**

3 Explain to everyone that these four learning points will be fully featured when they watch the video. Ask them to take notes when they watch the video and start to think about how they can implement the four training lessons into their job and lives.



Screen The DVD and Discuss it

Time Required: 45 minutes

Materials Needed: PowerPoint Program Overview
DVD Video: A Kick In The Attitude!
Worksheet pages 25 through 30

Objective: To understand how Sam Glenn incorporated the four training lessons into his life and job and how the participant can better understand how they can be incorporated into their lives and jobs.



1 Watch the DVD "A Kick In The Attitude!"



2 Discuss the DVD discussion Questions



3 After you finish watching the DVD, instruct your group to answer the discussion questions and be prepared to have a group discussion.



4 See the discussion questions on the next page and remember to HAVE FUN!



Discussion Questions

Sam says that humor is the cornerstone of a good attitude. Do the teams in your organization use humor? How can you bring a better attitude into your organization?

Thomas Edison is known for being a great inventor but he also collected many notebooks full of jokes and shared them daily with his staff. Edison discovered that because his staff laughed together, they became more productive, more effective, and were better problem solvers. He used humor to improve his team's attitude. Are there ways that you can add humor into you and your team's workday?

Sam's mother didn't get upset and lose her cool when the police stopped her on the highway after her 3 boys duct taped themselves in the car. Clearly this was an adverse situation yet she was able to LIGHTEN UP! She saw the humor in it and was able to laugh. Have you ever been in a situation at work where things haven't gone your way? If so what was your reaction? Could you have acted differently? Could you have lightened up?

Humor will help you stay positive at work and avoid being a comedian. It's a way you can avoid getting caught up in the moment. KEEPING YOUR PERSPECTIVE. Sam Glenn realized the value of keeping his perspective when his suitcase broke and the airline workers taped his underwear to the outside of the suitcase. List some adverse situations that have recently occurred either with your team, your

Is it possible to maintain a positive attitude when you're faced with a huge challenge? YES! Especially when times are tough. It's more important than ever to keep a positive attitude, so you have to learn to REJECT NEGATIVITY. Do you work with a negative person? How do you deal with them? Is it working? If not, what are some ways in which you can turn that negativity into a positive attitude?

Norman Cousins rejected negativity and was able to transform his situation into something positive because he developed his sense of humor. Do you complain a lot or does someone you work with complain a lot? Do you or they have a short temper? Do you or your co-worker judge others and criticize them? If so, then you have to be willing to change. List some small steps that you can take to alter your behavior or your co-workers. How can you be better at accepting constructive criticism or how can you deliver constructive criticism to a fellow co-worker?

Training Point: Lighten Up!

Time Required: 20 minutes

**Materials Needed: PowerPoint Lighten Up!
Worksheet page 31**

Objective: In the video Sam says that life gets better when we get better and it all starts with a positive attitude. Humor is the cornerstone of a good attitude and in order to get there you have to learn to Lighten Up!

Ask your participants to talk about ways that they can “lighten up” in their lives at home. Talk about how Thomas Edison used humor everyday and how using humor can help you get over into your life and your job.

How can you use humor with your customers or your co-workers?

How can you “lighten up”?

Some suggestions:

Have a joke of the day posted in the kitchen or coffee area every morning at work.

At your next office meeting ask everyone to brainstorm and write down ideas that can be implemented to help everyone “lighten up”.

Decorate your office with things that will make your co-workers and customers smile.

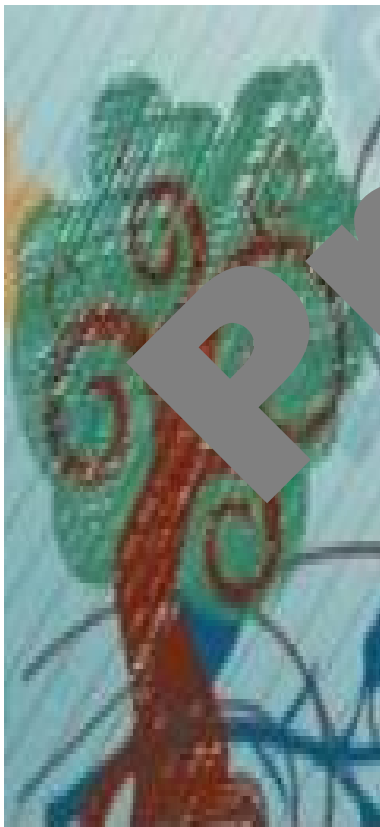
Bring in something that is funny and will make people laugh at your next staff meeting.

Communicate consistently in person or on the phone. E-mail is fine, but not the same as face to face or over the phone.

Be enthusiastic when you attend a meeting. Be encouraging.

Celebrate small milestones and show praise in public.

Keep team meetings fun and lighthearted. Bring in coffee and food.



Training Point: Keep Your Perspective

Time Required: 20 minutes

Materials Needed: PowerPoint Keep Your Perspective
Worksheet page 32

Objective: Humor will help you stay positive at work and in life, but understand that humor isn't about being a comedian. It's about finding the lighter side when things go wrong. On occasion we can all get upset and obsess over things at work.

Ask your participants to discuss how they behave in an adverse or stressful situation.

Suggested questions you can ask

Do you lash out and yell?

Do you step back and process the situation?

Do you remain calm and patient?

Do you try to get all the information before you make up your mind about the situation?

We all have the tendency to lash out and get upset, so list ways that you can remain calm.

Suggested responses

Take a deep breath and think before you speak.

Remember how you feel when someone gets upset with you.

Walk away from a stressful situation and return when you are calm.

Address the problem when you have a more open mind.

Write down what the actual problem is. Sometimes it's easier to see what the problem REALLY is that way.



Training Point: Reject Negativity

Time Required: 20 minutes

Materials Needed: PowerPoint Reject Negativity
Worksheet page 33



Objective: In the video Sam explains how Norman Cousins rejected negativity and was able to transform his situation into something positive. If negativity exists in your workplace, you need to take charge of the problem and return your workplace to a positive environment. So how do you do that?

One of the first steps to eliminating negativity in the workplace is to identify the cause. Is there one person or maybe a group of people or co-workers who gossip and spread rumors around the office? Has corporate downsizing or a merger created an apprehensive mood? Is there a manager or co-worker who is zapping everyone's energy when they enter the office or room? If so, then you have to find the root of the problem. Gather a few co-workers and ask them what they think the problem could be and what can be done to fix it.

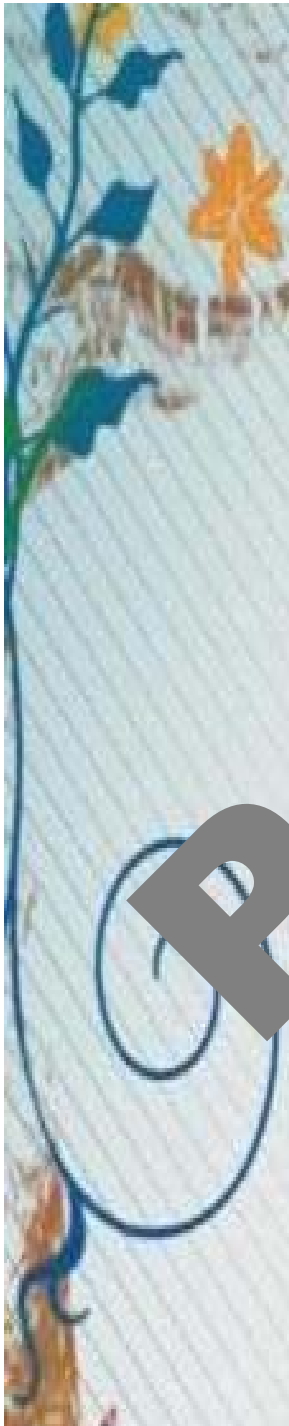
Once you get to the bottom of things, then you have to resolve it. Negativity is like a virus, which will grow unless it is stopped. It's not impossible to do this but it does take some work. The important thing is to keep thinking positively!



Training Point: Reject Negativity

Continued from page 16

For Managers, Team Leader's, Supervisors Etc...



Discuss ways that you can help resolve this negativity.

Some suggestions:

Be a sounding board and listen to your co-workers' issues.

Schedule one-on-one meeting(s) and listen first and ask questions.

Be sure you write down and completely understand their issues.

Stay on track and ask for their suggestions on how the problem(s) can be resolved.

Always have an open door policy and be sure everyone knows the workplace rules.

Compliment them when they finish the discussion and remain positive.

You could hold a group meeting and address the behavior as a group.

Focus on ways that issues can be resolved and don't fall into a gripe session.

Once you know the issues, act on them immediately!

Confront the negative person one on one and don't let them off the hook.

There has to be consequences for negative behavior but allow people to make mistakes. Don't reprimand---only counsel or advise.

Reward employees who have a positive attitude, with a weekly or monthly award or gift certificate.

Point out and recognize positive behavior and reinforce it with positive feedback.



Training Point: Reject Negativity

Continued from page 17

For Employees and Co-Workers, Teammates, Etc...



If you are having a problem with a coworker ask a manager to facilitate a meeting between you and the coworker.

Invite the co-worker out to lunch so that you can discuss your differences face to face.

Invite the co-worker somewhere offsite to avoid being pulled from the group.

Call a team meeting to discuss strategy to dividing up team responsibilities and goals.

When a co-worker makes a negative comment, immediately follow it with a positive comment. Example: "I like your idea, but..."

Keep lines of communication open and free flowing.

State your ideas clearly and concisely.

Remove your emotional reaction before you respond to the negative co-worker.

Keep an open mind and get the facts. There are always 2 sides to every story, sometimes 3 or 4.

Don't indulge constant complainers. Turn it into a problem solving discussion instead.

When a co-workers says that there is no way something can get done on time counter that by saying, "Let's work together to see how we can get it done by the due date."

Be objective and not subjective.

Build fun into your goals and team tasks to lower stress.



Training Point: Practice!

Time Required: 20 minutes

**Materials Needed: PowerPoint Practice!
Worksheet page 34**

Objective: You have to “practice” all the time in order to keep a positive attitude. You have to look for opportunities in adverse situations and practice a positive attitude literally anywhere... even when you don’t feel upbeat.



Ask your participants the following:

Have you ever overreacted to a situation at work?

Discuss this. Have everyone write down several examples of this and what precipitated the overreaction.



Ask them the following question:

What could you have done to prevent or avoid emotional overreactions during adverse situations?

How could you have been the most positive?

Suggestions

Be a role model---don’t overreact in business.

If you have made a mistake, learn how to handle the criticism.

Try to avoid making the same mistakes and realize that everyone makes them.

When you are stuck in a bad mood, look for the humor in the situation or take a break to get it off your mind.

Always be polite and patient.

Think through alternative solutions that could be explored to solve the problem.

Listen without interruption or saying “Yes, but”.

Ask questions to better understand what went wrong.

Before reacting to a problem, take time to think about the situation and get back to your co-worker for further discussion.

If you disagree, stay positive in your response or simply say, “That’s interesting” or “I’ll get back to you”. Then prepare your thoughts and deliver them in a professional and constructive manner.

Overreacting wastes lots of energy and time. It’s counter-productive to a happy and healthy work environment. So “practice” being patient and positive.



Make Learning Fun!

Often people hear about training (or any other form of learning) and they have visions of something boring and unpleasant. With this program, we hope that we've shown that learning can be enjoyable. What is so important? Studies show that students learn more if they are engaged. Moreover, lessons, when presented in humorous and entertaining fashion, not only stay with students longer - their retention will improve!

How do you continue to keep these lessons fresh in the minds of everyone who views this video? We have put down a few ideas. We also encourage you and your team of leaders to get together and brainstorm new ideas. Have fun with this and remember to keep everyone laughing!

Post Training Discussion

Use the examples that Sam provided in the video to spur a final discussion around the training points from “A Kick in the Attitude!”



Lighten Up!

Sam’s mother was able to see the humor in her sons using duct tape to amuse themselves on a long family car ride - despite the pain! If she can do that, then you can find ways to “Lighten Up!” both at the office and at home.



Keep Your Perspective

In the face of his underwear stained with sweat on the baggage carousel, Sam made an incredible impression with his client and reaped the success of doing that! Remember to “Keep Your Perspective” because it’s important for your humor and your attitude.



Reject Negativity

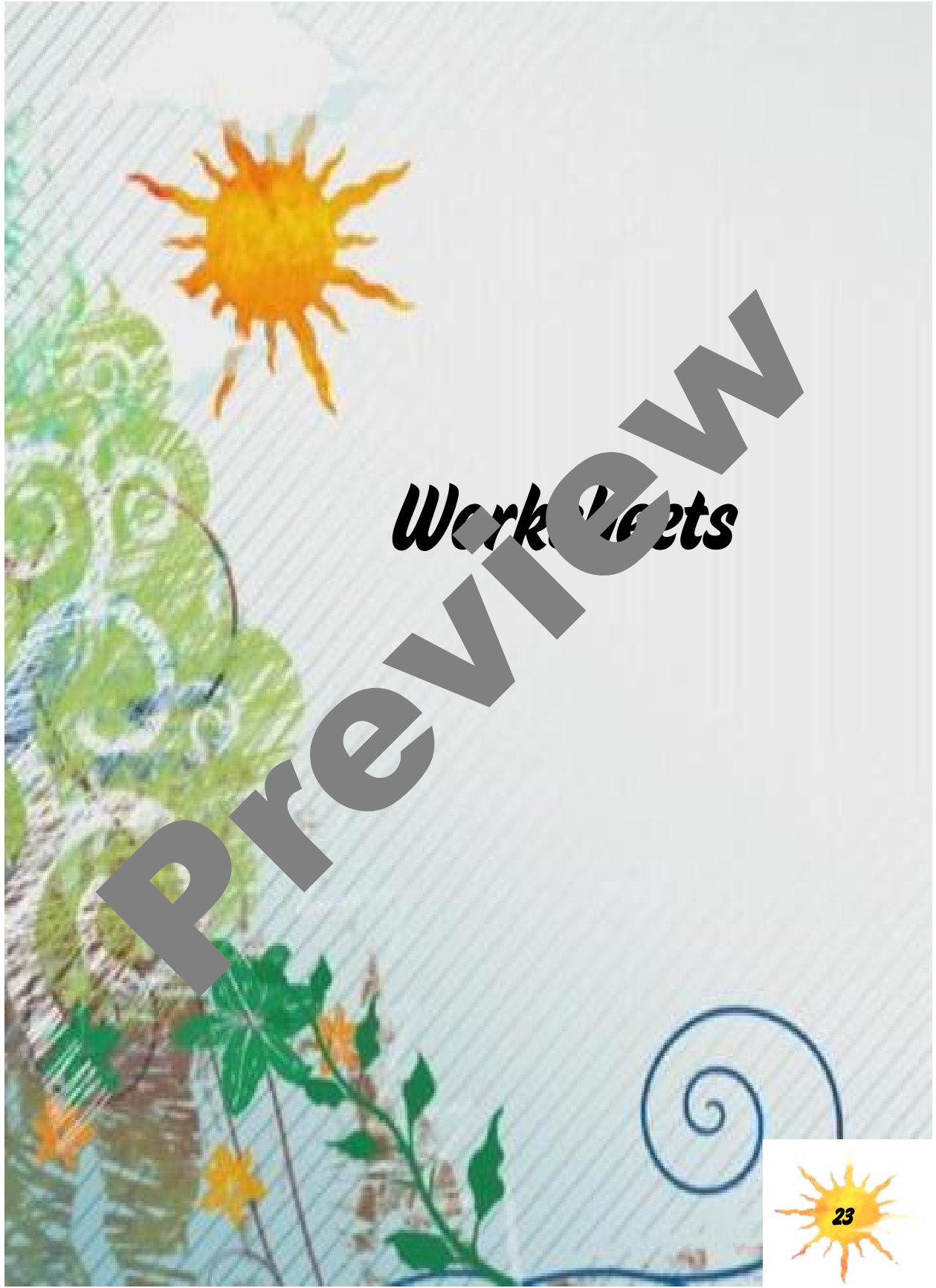
Hopefully, Norman will have to test this with a terminal illness like Norman Cousins, but we can certainly learn from his example. Rejecting negativity can have such a huge impact on our lives - from our health to our relationships to our job success.



Practice!

Anything worth having is worth working for. Like most things, having a positive attitude takes PRACTICE. Think of how much practice you needed when you learned how to drive a car. Do you think about that when you drive now? It will get easier and it will be worth it! Practice!





Worksheets

Preview



Training Points

LIGHTEN UP

KEEP YOUR PERSPECTIVE

REJECT NEGATIVITY

PRACTICE!



