It's About Status

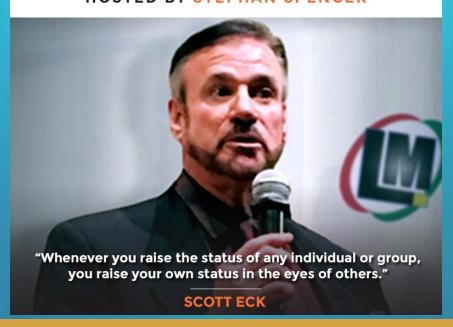
10 Point Checklist

Scott Eck

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



HOSTED BY STEPHAN SPENCER



10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game? Here are 10 steps that can move you closer to your goals – today.

| Authentically look for the best in each individual. Rather than seeing someone as a threat, look for their potential and explore ways to collaborate and get more done effectively and efficiently. |
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| Keep my ego in check. Have the humility to recognize other people's talents, give voice to them, and support them. |
| Learn Scott's Rules of Status and discover useful applications for my personal and leadership growth. |
| Accelerate growth by operating on an equal high-status basis together with the people around me. |
| Retrain my brain into acknowledging the personal value and strength of others. Find common ground. |
| Face conflict with the intention of knowing the backstory first. Do not react but aim to respond. As Nelson Mandela said, "Our reaction is the enemy." |
| Be compassionate, patient, gracious, gentle, and kind in dealing with a person's backstory. |
| Create high-status environments for the younger generation. They are the future. Expose them to an environment where they have the opportunity to add value and create a positive impact. |
| Discover and experience an innovative way of leadership training through Scott's leadership theater events. Participate in events like <u>Shackleton Experience</u> , <u>The Mandela Architecture</u> , <u>Elizabeth I: Diversity & Governance</u> , <u>The Enigma Team</u> . |
| Grab a copy of Scott's book called <u>The Status Solution</u> and understand the five rules of status that I can apply to help innovate my leadership and influence. |