



Custom KII® Report For:

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August 4, 2015



# KELLER INFLUENCE INDICATOR® (KII®)

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The Keller Influence Indicator® or KII® is for your own personal use and may NOT be distributed in ANY form. Ethical use of the KII® is the responsibility of the participant. Your KII® scores are to be used as a valid measure of the existence and degree of the Seven Traits of Influence™.

The purpose of the KII® is to identify strong and challenging areas and how this impacts your potential to be influential. The KII® was created to facilitate an understanding of what makes you influential or what could be stopping you from being influential. Your K-Factor® and Trait Scores do not determine who you are as a person.

# WHAT IS INFLUENCE?

Influence is the key factor in shaping how you are able to stand out from the crowd, be the voice that molds the opinions of others, or leads an organization from failure to success. Influence is that intangible quality that guides and motivates each and every person, and it is inescapable.

The mainstream meaning of influence has been, up to this point, externally based. They teach you to influence by doing or saying something to get a response. This approach puts you in a state of 'doing.' Influence here is something that happens outside of you.

The world's most influential leaders and business people know that real influence starts with you, not the other person. It begins by learning who you are and the traits you possess that provide the foundation for you to become an influential person. This approach puts you in a state of 'being.'

The Keller Influence Indicator® (KII®) measures the 'internal' aspect of influence. Influence from this perspective is the capacity to effect change on the character, development, or behavior of someone or something. It is learning and developing the single most important traits that will make you an influential person, not just a person who influences. The capacity to be influential exists in every person.

Having this higher order of influence, of being influential, gives you the opportunity to impact your life, other's lives and your community.

# WHAT IS THE KELLER INFLUENCE INDICATOR®?

The Keller Influence Indicator® (KII®) provides you with an overall score called your K-Factor®. The K-Factor® is a score that represents the total measure of your potential to be influential. That score encompasses all of the seven traits necessary for being influential: confidence, commitment, courage, passion, empowering, trustworthiness, and likeability.

The K-Factor® is a measure of the degree to which you are leveraging all your influence traits. Your K-Factor® score falls within a range between 25 to 100. The higher your K-Factor®, the more developed your influence traits are thereby increasing your potential to be influential. With your K-Factor® you now have a benchmark that lets you track your progress over time.

Within the KII® report you will find individual scores for each of the seven trait scales mentioned above: confidence, commitment, courage, passion, empowering, trustworthiness, and likeability. These scores indicate how well developed each of your influence traits are within that particular scale.

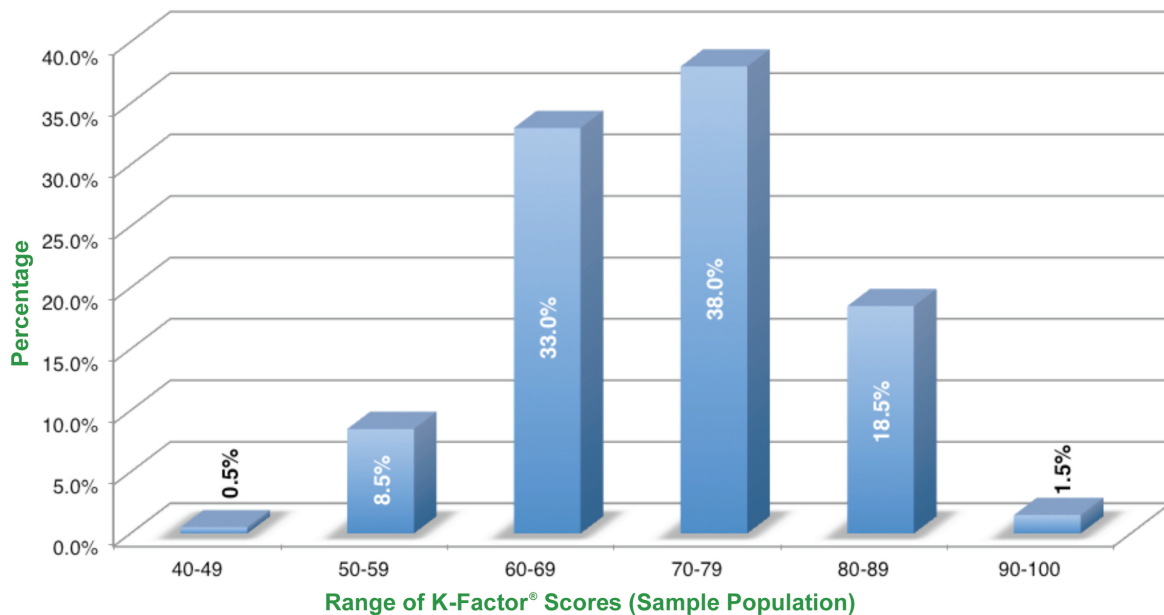
Each trait scale contains seven sections: trait score meaning, your competitive advantage, your personal strengths, blindspots and pitfalls, improvements to make, benefits of improving, and how the trait is used at work, home and in the community.

At the end of this report you will find a video that gives you a greater explanation of your K-Factor® and how you can use this information.

# YOUR K-FACTOR® SCORE



**K-Factor®**



*The above graph depicts the percentage of the sample population that is in a particular range of K-Factor® Scores.*

You want to be influential but know you have more to learn to get there. You need to start looking at what you can do to maximize your influence potential. Think about how to explore and define what matters to you. What can you contribute? What habits do you need to develop? Who should you impact? Try not to get caught up in the distractions around you which cause you to get sidetracked. When this happens, you lose your focus on goals you want to accomplish.

It's important that you start to develop and trust your insights into your own behavior and how that behavior influences people around you. Start to listen to your intuition. Begin to discern what is important to you and what is distracting to the task at hand.

You need to develop your ability to follow through with what you believe are top priorities. This can happen when you focus on developing your influence traits. You are beginning to realize the importance of making decisions that support your long term goals. You have learned from your poor decisions and now want to be more responsible with your decision making.

Begin to form habits that support optimism about the future. To do this, start by identifying barriers or obstacles that prevent you from accomplishing goals. Start to dream about what could be, the possibilities for making positive changes, and what behaviors you need to make those changes. Begin taking small risks that will help build your confidence. Make plans for the future, ones that are realistic and supportive of what you want.

Living your life on other's terms has been an obstacle for you in the past. Realize that life is better lived on your terms. It's time for you to be who you are and not follow the crowd just for the sake of getting others' approval. Begin living your life as you see fit, one that expresses your identity.

You can now set goals that matter to you. Do whatever it takes to make you a better person, a better friend, and a more responsible citizen.

Your current K-Factor® score means you are in the beginning stages of developing a sense of who you are and where you are heading. It is important to note that the K-Factor® score is not the average of your 7 Influence Trait™ scores. Rather it is a calculated score taking into account the relationships between the 7 Influence Traits™.



# YOUR TRAIT SCORES SUMMARY



YOUR CONFIDENCE  
SCORE: 58



YOUR COMMITMENT  
SCORE: 57



YOUR COURAGE  
SCORE: 62



YOUR PASSION  
SCORE: 59



YOUR EMPOWERING  
SCORE: 53



YOUR TRUSTWORTHINESS  
SCORE: 63



YOUR LIKEABILITY  
SCORE: 72

# CONFIDENCE SCORE



YOUR SCORE: **58**



*The above graph depicts the percentage of the sample population that is in a particular range of confidence trait scores.*



# › CONFIDENCE



## What is Confidence?

Confidence is your mental attitude of believing in, trusting in and relying on yourself and your abilities is the greatest measure of your self confidence. Self-assuredness in your own power and personal judgment is a strong indicator of self confidence. Real self confidence is present when you feel comfortable especially in situations with unknown outcome and uncertainty in general.

Confidence is a measure of the trust or faith you have in yourself and your abilities. It is the knowledge that you can succeed in a situation if you apply your skills to the important aspects of the task at hand.

True or ultimate self confidence is accompanied by a “whatever it takes” attitude, where you promise yourself to try as hard as you can to reach your aspirations and goals, no matter how difficult it will be.

## Confidence Score Meaning

Based on your responses your self-confidence is not as high as it could be. You could be confused about what it takes to increase your confidence and grow your sense of self or self-esteem. There appears to be a lack of consistency in how you view your world and how you approach your environment. It could be because you are shy or more reserved than a lot of situations require you to be. You tend to be skeptical about new situations and this skepticism carries over to what you are truly capable of achieving. You experience several fears about life in general. And it's because of these fears that you aren't focusing on what you can be doing to increase your confidence and build a stronger you.

One emotion that has a major impact on influence is guilt. There are two types of guilt. There's the guilt of harming someone intentionally and not making amends. But there's another type of guilt that people struggle with and it's the guilt you feel when you aren't living up to your potential. Not living up to your potential affects the opinion you eventually develop about yourself, first subconsciously then consciously.

Further, if this type of guilt isn't reconciled you will continue to move into what is called a self-fulfilling prophecy where you behave or achieve to the lowest of what you expect from yourself. For example, if you believe you can't graduate from college then you will create many obstacles to stop you, therefore, supporting what you believe – the self-fulfilling prophecy of 'I can't.' See how it works? Often times this happens without your awareness. Then one day, you find yourself asking, “What happened?”

Another reason for a low confidence score is when a person is constantly striving to live up to others' expectations. When you do this it's like wearing a mask – all the time. Whatever action, feeling or belief you undertake there is the constant voice in your head asking, “Will this be good enough? Will he or she or they (pick one) approve? What will they think? How can I please them?” And the list goes on. Living up to other's expectations clouds how you feel about your own capabilities. It keeps you from taking risks to see how well you can do or what you need to learn about yourself. Confidence develops when you explore and take action on possibilities.

## Your Competitive Advantage

You tend to succumb to negative self-talk or limiting beliefs also known as ‘stinkin thinkin’. When limiting beliefs pop into your head you entertain them so much that you start believing them. Now, this isn’t occurring all the time, but enough of the time that it causes a problem for you. To overcome this, be more aware of when your limiting beliefs occur. Once you are aware then you can ‘talk back’ to your negative thinking. Dare to be different than what your thoughts are telling you. Develop self-awareness in everything you do. Find your ‘sweet spot’ – where you operate with confidence in what you know you can do.

Self-awareness is when you have a clear perception of your personality, thoughts, beliefs, and emotions. It is only when you have this self awareness that you are most effective in making changes in how you interpret things. It is the first step in creating what you want and mastering your decisions. It’s where you focus your attention, reactions and the behavior that will determine where you go in life.

Self-awareness is proportional to your confidence. The more self-aware you are the more confident you are IF you take action with what you discover. For instance, if you become aware that you don’t listen well this will cause people to stop talking to you. When people stop talking to you then you don’t get the promotion or the invitation to contribute which in turn starts to impact your confidence. So, let’s say you become aware of this pattern and you do nothing. What then? Well, it only gets worse. This step has a follow up and that’s taking action. See the hazards of not being and staying aware?

Adopt a new way of viewing the world. Intentionally look for something good in everything you hear or observe. Write down what your beliefs are. Do you believe that you can’t reach a goal? Are you buying into the idea that you aren’t good enough? Once you record the specifics of what you believe and how they stop you, and then write out ways, actual steps or actions you can take to make it different. Answer these questions, “What is wrong with this false idea?” “What can I do to make it different?” “How is this belief hurting me?” What you discover about yourself will help you make better decisions that help you take action in ways that serve you and not stop you.

You can get immediate respect and attraction from others by generating solid body language and expression. Hands down, the first impression people have of you is your appearance, your body language and expression. This first impression also helps build your credibility.

## Your Personal Strengths

What does the confident person look like? They walk with their head high, and their shoulders back. There’s spice in their step – why? Because they have places to go, people to see and things to do. Try this today: Put some pep into your step. Walking just 25% faster will make you look and feel more important.

How’s your handshake? Is it weak? Do you meet the other person’s hand completely? That’s another clue you give to someone about your confidence.

And when it comes to expression – do you speak up? Is your voice firm when it needs to be? Are you compassionate when someone needs you to be? Showing these sides of you to others is definitely a confidence booster.

And, one more thing, don’t forget the power of your smile. Your smile is the single most effective non-verbal behavior you have. So make it work for you!

## Blindspots and Pitfalls

There are several blindspots that may be preventing you from experiencing your highest level of confidence. As was briefly mentioned earlier, your negative self-talk or limiting beliefs prevent you from finding opportunities that support your life's dreams. You buy into these limiting beliefs without question. Challenge these beliefs. Make new beliefs – ones that work for you and not against you.

Your negative self-talk and limiting beliefs have made you too cautious. You live in fear of most things. You often think that people will not support you, that you have no talent or skills, or that you can't change your situation. You find many reasons why things can't work rather than looking for ways to make things work.

There are three barriers to confidence: worry, criticism and perfectionism. You need to pay attention to these confidence barriers in order to improve your confidence.

There are two reasons people worry. Number one – they have a lack of faith in their abilities and competence. It's hard for people to change when while growing up they've been recognized for a specific ability and as an adult they now have other abilities so they worry that they will no longer be accepted – for their new abilities. Basically, they then find it hard to let go and let things unfold as they will. You worry enough to stop you from achieving what's important to you. One of your main worries is if you've done everything you can to get where you want to go.

The second reason you worry is because you want to control everything. That's human nature. People want to be in control of their environment. Part of the reason we want to control everything is because we assume we will be judged based on other peoples' expectations. "I want to control things because I believe that if I do then everything will turn out perfect." You do this more than you should, and it is getting in the way of increasing your confidence.

The next barrier to your confidence is criticism - both giving and receiving criticism. Sometimes people are so conditioned to 'take care of' or be sensitive to others feelings that they don't want to rock the boat. You need to learn to deal with criticism in a healthy, self-supporting way. You start by listening to the criticism, considering if it has merit and either responding if it does or letting it go when has no merit. This will be a significant step in your process of growing your confidence.

The third barrier to high self-confidence is perfectionism. Don't let perfectionism limit your achievements before you've even started which then limits your actions. You are beginning to realize that your actions are controlled by your thoughts, and when your thoughts are demanding you to be perfect you don't have much chance of achieving your goals. It sets up an unconscious mindset of 'if I don't, or aren't 'the best' then I 'am nothing'. It is important that you avoid this conversation in your head. Perfectionism takes the joy out of achieving. And a confident person achieves real confidence when there is joy in all they do.

## Improvements to Make

Your level of self-love could be much higher. Self-love has a direct impact on your level of confidence. And without self-love your life will be filled with lack of direction, low opinions of yourself and constant questioning if you are really capable of anything.

Learn to trust your intuition. Tune in to your inner guide, your intuition. Let it help you determine what is necessary for you to make decisions. Even though you have issues with low self-esteem, you can still experience a healthy self-confidence when you excel in one specific area.

Your beliefs control everything that happens to you, everything you feel, everything you come in contact with. Real confidence is based in your emotions, not your self-image. To build self-confidence and overcome low self esteem, you need to change how you feel emotionally about yourself. It means changing the core belief that you are not good enough or deserving enough.

You see, your belief system is connected to your core values. It's when these two things are in conflict that your confidence suffers. If your beliefs do not support your core values then it's up to you to challenge, question and

change your beliefs so that they are supportive and encouraging to you. It takes effort, focus and desire to do this, all of which you are capable of doing.

What is it about achieving something that makes it so important to our self-confidence? Think of it this way. Let's say you have a strong desire to make the swim team at school. And you try out year after year but never make it. What is your level of confidence around making the swim team? Pretty low.

Well, it's no different if you want to move into the Vice President position at work. You try, you make what you think are good decisions, and so on. But you never quite make it. How confident are you about moving into the VP position? Not very! But here's the truth – when you don't 'make it' in one area, what you do is then apply that outcome to other areas of your life. You start to invent reasons as to how you are flawed – like poor communication, ineffective leadership and so on – any reason we can find to explain why we didn't get what we wanted. If you start to believe this then you attach this reasoning to other things you want, like better relationships with a spouse or parent.

There are three ways you can increase your chances of achievement. The first is to exercise a willingness to accept change – not accepting change, which is the only thing we can really count on, means you don't grow. Second, you have to make a conscious effort to take risks. It's when you leave your comfort zone you can find great things, grow and learn what you are capable of. Finally, form an intention to create opportunities – if you are not on the lookout for opportunities or chances to excel, you are shortchanging your future from the get-go.

If you continue in a 'low self-confidence' mindset you will enter into relationships that are unhealthy for you. You will become involved with people who treat you badly. A low self-confidence leads to high anxiety levels. Until you create self assurance in yourself and your abilities, you'll feel anxious and on edge. You'll continue to worry about what others think of you, you may withdraw from people, and you begin stop expecting much from yourself.

## Benefits of Improving

You need to entertain healthy thoughts about what you are capable of; stop beating yourself up about what could have been and realize that you are still in control of your decisions. It is only up to you to make the decision to see yourself as worthy of love, respect and success.

In all areas of life, balance is always important, and the same is true with how confident you feel. It works in two ways. A person who feels that they have no real or useful abilities is not being realistic, but neither is the person who believes that they can fly. While most people are capable of amazing things, gravity cannot be overpowered by confidence. That's just not realistic.

You are capable of doing many things that are thought to be impossible by many people. It's important that you recognize popular opinion is not the way to measure your potential or your own abilities. Do not allow the limiting beliefs of others to influence you.

Remember, self-confidence is an inner feeling of certainty about what we have to offer, and what we are capable of accomplishing. It has absolutely nothing to do with what anybody else thinks. Your personal confidence is about what you believe; it is your personal perception that's important.

Once you develop a realistic, balanced view of your own abilities. You will carry yourself with confidence. People will be naturally attracted to that quality. When they sense the confidence you have in yourself, they will tend to be confident in you as well. When you speak and act with conviction, it changes the way the world responds to you. It's this response that creates opportunities that would not have existed otherwise.

# Putting Your Confidence into Motion

## Confidence at Work

Confidence at work gives you credibility. It provides assurance to co-workers, bosses, and direct reports that you know what you're doing, willing to make tough decisions and that you can be reliable. High confidence shows in how you give feedback, make suggestions and encourage ideas. People see you as someone they can depend on and who will make a difference. With confidence you can forge ahead and perform at your peak level. You are setting yourself up to achieve your true potential. Once this becomes your normal way of being, you will move ahead in your career, possibly start your own business, and create circumstances for greater professional attainment.

## Confidence at Home

Being a confident person in your personal life helps you become a more enthusiastic, motivated and determined person in all your encounters. Once you improve your confidence, for example, how you think and feel about yourself, your beliefs and actions will follow. You become attractive to others. They want to hear what you have to say, what you think, and your ideas. You will smile more and have more pleasures than disappointments in your life.

## Confidence in the Community

The confident person has a great deal of admiration in their community. People place them in high regard, respecting their contribution. Confidence helps you have a feeling of being connected to your surroundings. And when you feel connected it is easier to reach out to neighbors or local organizations, helping them achieve their goals. It's confidence that allows you to communicate across various differences in order to access resources and address problems.

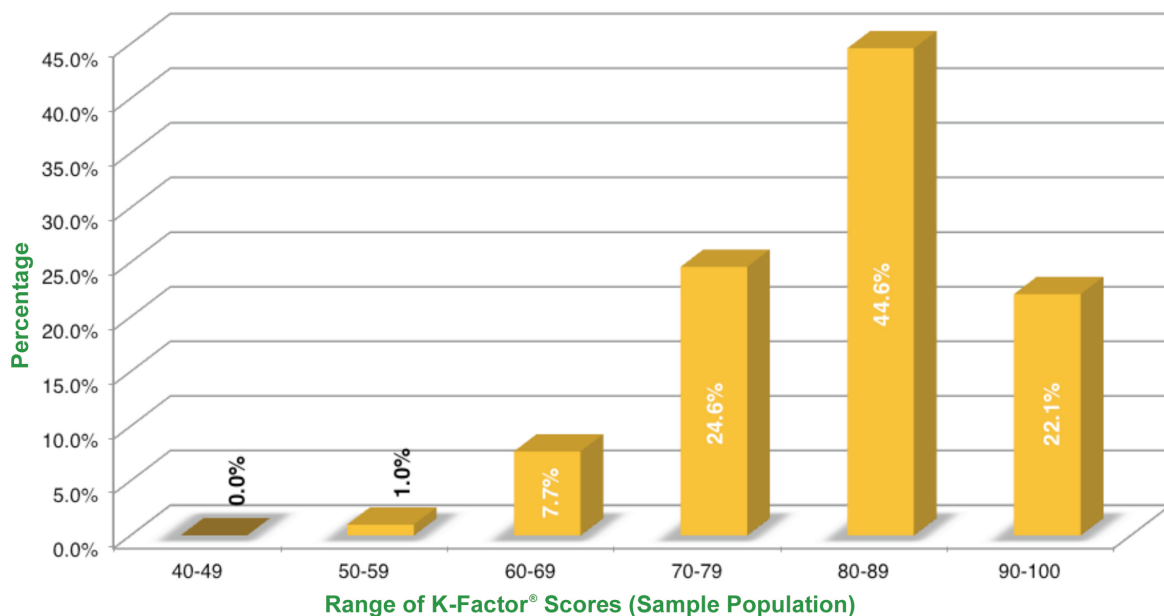


# COMMITMENT SCORE



**YOUR SCORE: 57**

## Commitment



*The above graph depicts the percentage of the sample population that is in a particular range of commitment trait scores.*

# › COMMITMENT



## What is Commitment?

Commitment is the underlying force behind achievement. It is the single most determining factor as to whether you will receive all that is out there for you. Commitment is recognized by action. It is achieved without excuses, debate, or lengthy analysis.

Commitment represents a defined sense of purpose. Once that purpose is identified you are dedicated to it through your intention and action of furthering growth, learning and promise. You can only make a commitment to others when you have made a commitment to yourself first.

## Commitment Score Meaning

When it comes to commitment, you are fairly unlikely to settle down or make a promise to anyone or anything. You are afflicted with the 'grass-is-greener syndrome' which feeds your ability to thrive on uncertainty. But this outlook often indicates fear because you've been burned in the past. Ask yourself what incident may have caused your reluctance to commit. You have to be willing to stick around long enough to profit emotionally from situations that seem promising. Try setting a no-bailing rule – with new people, a month; with a new job, four months – and enlist a friend to talk you off the ledge when you get the urge to jump and run.

You struggle with commitment in your life. When this is the case, the struggle isn't about lack of commitment from people around you but rather it's about your commitment to your own life. In other words, the level of commitment you see in others mirrors your own level of commitment to yourself. To find strong commitment from others, you first need to commit to things that are in line with your life purpose, your life's work and who you are. It's about everything you are committed to having or being.

Part of the reason your current commitment score is low is you may fear the consequences or outcomes of making a bad decision or choice. You tend to agonize over decisions, worrying about who will be affected, and needing a guarantee of certain success. You have become accustomed to hanging onto what you believe is important or necessary for fear that you won't gain something of more importance. The problem with this is that you never actualize what could be waiting for you around the corner. In other words, when it comes to commitment you are stuck in fear.

There's a connection between confidence and commitment. When you lack confidence, you often shy away from making commitments. You hold out for a better offer, you worry that you may be committing to the wrong thing, and you fear the consequences of making a bad choice. In other words, you don't trust your intuition. You worry about getting it wrong. These are all examples of scarcity thinking. Scarcity thinking is the idea that there's not enough of whatever you want in life to go around, so you can't afford to risk missing out in the future by committing to the wrong things now. And you don't want to get stuck wasting time and energy on something that doesn't end up perfectly the way you would have liked. See the circle you get into?

Another possibility for your current low commitment score resides in the fact that you've never had to make any commitments because someone was always there doing it for you. Now, if that's the case, it's time you realize that unless you move in a self-efficient and self-serving direction you will be doomed to spend the rest of your life on the fence. The only thing about being on the fence is that you have a view of watching everyone else play the game.



Meaning you aren't in the game. The game of life – your life. There's no time like the present to take responsibility for your life. With responsibility comes control, expression, and freedom. Without commitment, you are always on the outside looking in.

## Your Competitive Advantage

Your current level of commitment may mean you may have, at some time, made a commitment(s) to yourself, someone, or something but it turned out badly. And you decided then and there that making any type of commitment was a hurtful thing. You got hurt. But you are still interested in making a change you just aren't sure where to begin.

Another reason for your caution in making a commitment is your fear of change. Fear of commitment is often assumed to be about fear of losing independence. But the true underlying cause is that making a commitment, to an idea, thought, person, value, or belief, may significantly change your life.

Your low commitment score shows that you are terrified of change, even paralyzed by it. This fear continues on into how your family will react to your change. You are scared to rock the boat even if it's sinking. This type of fear leads to anxiety. The anxiety is rooted in not knowing how your life will look or be different after making a big change. This anxiety is so prevalent that you avoid committing to a relationship, pass up seemingly solid opportunities, and stay away from taking risks.

Trust plays a major role when making a commitment. You need to trust that everything will turn out alright. But you have no crystal ball. Your lack of trust in yourself or others seriously impairs your ability to commit completely to what you want. It is normal to put up your guard to protect yourself when you've experienced pain or negative consequences from making a commitment. You have avoided commitments now because it's your habit. For whatever reason, you find yourself in a situation or way of life where it is next to impossible to make a commitment to anything serious; yourself, important goals or important people in your life.

## Your Personal Strengths

You are obviously interested in what amount of influence you have. And commitment is a major factor in influence. The first step to making a commitment is awareness. Find out what led to a low commitment habit. What experiences hurt you? What power do you have to change what happened in the past? More importantly, start by assessing your desire for something different. Yes, change! Second, accept the fact that until you make a change, take a risk or commitment to you, you won't find the gold at the end of the rainbow. Everyone has the potential to experience new and better things. But if you fail to commit to looking at could be you'll stay stuck in what could've been.

One good thing to remember is this: because you have low commitment does not mean you have low competence. Commitment is not a reflection of ability, talent or skills. Take some time to evaluate your talents and abilities. See where you can use them to help you make commitments. Make just one commitment each day. Take note of what it is, even write it down. At the end of the day record how it felt to make that commitment. After a few weeks of making simple commitments, up the level or strength of your commitments. For example, your first level of commitment is to get the mail each day. Your next level of commitment could be to have a meaningful conversation with another person each day. The third level of commitment would be to make a goal. Outline a plan to reach your goal and commit to doing what it takes to get there.



## Blindspots and Pitfalls

The blindspot you have with this level of commitment is that you actually believe not committing is doing you a favor. You have convinced yourself that making a commitment is like putting yourself into a box with the lid closed. But what really is going on is that you are afraid of making a commitment and realizing you are either too lazy, incapable or not smart enough to follow through successfully. So the fear is what's worse than the actual commitment.

Another blindspot is not being able to make a decision. When you can't decide whether you're in or out, that means you're uncommitted, whether it's to a relationship or to yourself. A decision is the conclusion or resolution reached after consideration. It's also the process of answering a question, which in itself means using knowledge and feedback to draw a conclusion.

When you have problems making decisions and commitments it's because you make a decision either without consideration, or without consideration of the appropriate things. Worse, you don't reach a conclusion or make a resolution but you still go ahead with the decision. This is what gets you in trouble and you pull back from making future commitments. You get in this cycle because you go about making commitments wrong in the first place. Most importantly, after you make a decision, support yourself and the decision you've made because if you don't, you'll feel insecure and then doubt your decision. When you backtrack and flip back and forth, you're never committed enough to the decision in the first place. And this leads to you not trusting your own judgment.

And the last blindspot you have about commitment is you are afraid of change. You see staying in the present situation, however unsatisfying it may be, as being easier than going out into the unknown. You're taking the path of least resistance, or at least what seems like it in the short-term.

However, what you don't realize is indecision or actually choosing not to make a decision (commitment) is a decision in itself. It's an active choice, and, in fact, everything you do and don't do is an ongoing sequence of choices.

As funny as it sounds, commitment requires you to make the decision to commit.

## Improvements to Make

You need to up your level of commitment you have with and to yourself, because the relationship you have with yourself is the most important one you've got. Arriving at this conclusion isn't selfish – it's nurturing. The reason to make a solid commitment to yourself is because the internal relationship you have with yourself is what you use to create your reality. And if your reality is made up of limiting beliefs or reservations, then you won't be able to commit to your own success.

You have to take control of the commitments you make to yourself. What happens in your inner world, your mind or your belief system, plays out in your outer world. When you don't see internal commitments as important you will stop making a commitment to yourself. When you don't commit to seeing yourself as the best possible writer, marketer, entrepreneur, leader, or business person, you may slowly adopt behavior that is contrary to what a good writer, marketer, entrepreneur, leader, or business person does. You may continue to second guess yourself, seek permission and approval for your ideas, and give away your decision making opportunities. And before you know it, you could become the worst of what you thought was possible – a person with no skills at all.

## Benefits of Improving

Making a serious commitment to your life helps you set (and achieve) goals that will serve you on your success journey. This level of commitment will give you purpose and guidance to move in a direction that not only improves your life but the lives of those you care about. Again, this takes a strong inner level of commitment to yourself.

Another benefit of making a commitment to yourself is making yourself attractive. You will only attract that which you

are committed to. Finish this statement, “I am committed to having (being) \_\_\_\_\_ . Then answer this question, “Is this all I am committed to?” Because as you move forward in understanding and embracing the whole concept of commitment you will discover that you can commit to more than what you are currently committing yourself to. And this brings up another point, and that’s this – the commitment (or lack of) you see in others, is not about them, but about you. It’s part of the law of attraction.

Commitment is a strong and determining piece of what you get in life. It works like this. You are interested in your success. That success can mean being a great parent, a good businessperson, a successful leader or an outstanding entrepreneur. But before you can make a commitment to what needs to be done you first have to commit to the idea of success. This is an absolute must. If you are stuck it’s because you have put off the commitment it takes to stop stalling and start succeeding. It all begins in your head, particularly your belief system. It works this way for both your personal life as well as your professional life. Remember, before you can hope to succeed, you must commit yourself to the idea of succeeding.

There are three steps to commit yourself to the idea of success. First, you have to shatter the negative talk in your head that says, “I can’t.” Second, visualize what success will look like on you. See yourself as the world’s best parent, best boss, or the best student. When you do this you will start commanding presence at your next encounter. You will begin to commit to being comfortable with success and making it a regular part of your belief system. Third, challenge yourself when you fall back into old habits that interfere with your ability or desire to commit to yourself.

It’s important to have a strategy that works for you to experience new habits that lead to more success thinking and believing. Look for bigger and better expressions of your success. Ask yourself, “What’s next? Where else can I make more and bigger commitments to me?” Incorporating these thoughts into your day-to-day thinking attracts a better game to you, a clearer picture of how you see yourself in succeeding in your commitments.

# Powering Up Your Commitment

## Commitment at Work

Once you decide to make your goal a commitment, you will achieve it no matter what. You will find a way. You will pay no price. Having this attitude and level of commitment to your career, your job, and your profession will guarantee your success. You will find the respect you deserve. People will be interested in your ideas. The board will feel secure in your abilities. Making a strong commitment will force you to let go of your fears. You will be operating from a place of resolve rather than dread. And because being committed accepts no excuses, you will learn to value your work and your time.

## Commitment at Home

Making commitments in your personal life has great rewards. Your relationships will become more authentic. Your levels of stress will decrease dramatically. Communication and understanding occurs at a greater level in your relationships. Committed people feel the security of a particular role they play in a relationship. Committed people also enjoy the celebration of their accomplishments more than people who aren't able to commit. Once you make a commitment to people in your life and to yourself, then you will achieve greater life balance and enjoyment. Your life takes on a whole new meaning.

## Commitment in the Community

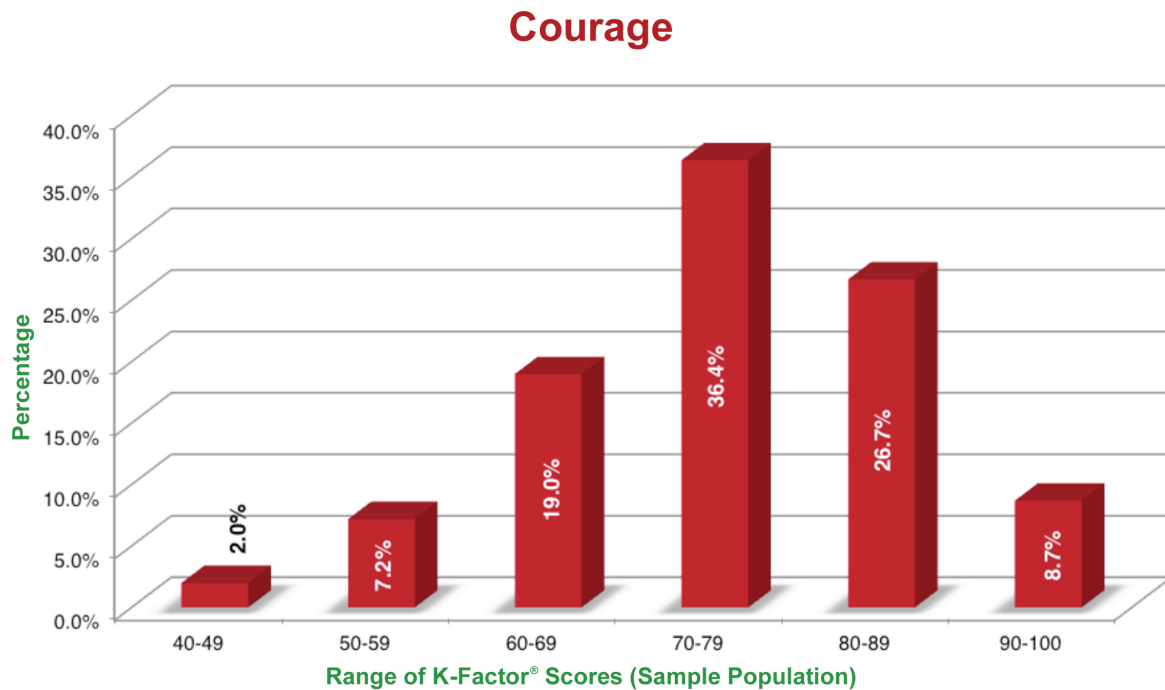
When you make a commitment to a particular organization or cause it stimulates your willingness to get involved. When you are dedicated to a project of effort that you believe is important, you will show up, follow through and stick with it. This makes you dependable, responsible and valued. Once you attain this level of commitment the more effective you will become in influencing others. Great numbers of people will pay attention. You will earn people's cooperation at a higher level when they share your commitment.



# COURAGE SCORE



**YOUR SCORE: 62**



*The above graph depicts the percentage of the sample population that is in a particular range of courage trait scores.*

# › COURAGE



## What is Courage?

Courage is your strength, power or determination to meet daunting circumstances head on. It is called upon whenever you meet head-on a difficult, fear-provoking, painful or disturbing situation. You need courage when your resources are limited or pushed to the absolute edge or when you feel threatened, weak, vulnerable, intimidated or terrified.

Courage is doing the right thing in spite of fear. It is the foundation on which all other virtues and values rest. Courage is what helps you reach your deepest truth. It is from this truth that you make courageous choices. You need courage to act with confidence on your commitments to yourself and others.

## Courage Score Meaning

Invest in your life by taking time to reflect on the choices you are making and why you are making them. Where are you letting your fears and doubts get the better of you? What might you look back on one day and regret not having done or said? What conversations do you need to have that you aren't? What is holding you back from achieving the success you most want? What would you do if you had no fear of confrontation, disapproval or failing?

The answers that rise from these questions will extract their share of courage, and they will also lead you to a life that is filled with more fulfillment, success and meaning. You have everything you need inside you to handle whatever challenges come your way and to achieve the level of success – in your relationships, in your career and in your life – than you aspire to. Everything! But it first begins with challenging your limiting stories, and the doubts they give rise to, and trusting in yourself more deeply. You are way more capable than you've given yourself credit for so stop selling yourself so short.

While you don't allow fear to rule your life, sometimes it still rears its 'think small-play safe' head and keeps you from achieving the success that you'd really like and being the person you have it within you to become. The reality is that if living the life of one's dreams were easy, everyone would be doing it. Living the life you really want – and being the person you most deeply aspire to be – will extract from you an ounce or three of courage. It will require you to take your 'fear-bully by the horns', to see your fears for the limiting force they can be and to step outside your comfort zone – in your words, actions and aspirations – on a more regular basis than you presently are.

One reason for a low courage score resides in the fact that you back away from change. It really scares you, so much so that you become inactive, indifferent, or lazy. You end up not being motivated which is the first signal you are losing your courage. Inertia sets in causing a resistance to moving out of your comfort zone, sometimes no matter what the price.

## Your Competitive Advantage

You are inclined to stay where you are comfortable. While this can protect you, it mostly prevents you from experiencing new things, innovative ideas and a novel approach to your daily life. Your score indicates you may succumb to intimidation easily. Whether it involves making a decision or solving a problem you are so intimidated by others, their opinions or judgments, or someone telling you that you are wrong that you actually block your ability to step up and take action. The problem really lies in what is going on in your head. It's when you buckle under pressure and submit to being frightened.

When others or a situation intimidates you, you have to defend yourself. And the way you need to defend yourself is to block out, mentally, the negative message they are sending.

The key to doing this is to focus solely on something else that reinforces the positive benefits of the goal you are trying to achieve. If a self-limiting thought can't wedge its way inside your mind, it's powerless to create fear and influence you.

Now, one positive aspect about intimidation is that it forces you to make a decision. You either gather the courage it takes, and attack back by blocking the negative thoughts from entering your mind and influencing your beliefs; or you will give up, run away, hid or submit. Either way, you will be forced to take action. And the confident, committed person chooses the former.

Give yourself permission to claim your courage. Map out a course of action and follow it to an end. This doesn't mean you can't make adjustments. It means you must carry it out to get the result you want.

## Your Personal Strengths

Although your courage score needs improving, you are doing some things right. You do see the value in taking a risk, even though you aren't able to act on it right now. You appreciate the results when others show courage. There's a hidden desire for you to do so as well. But you aren't sure where to start. You do have enthusiasm but it needs to be placed on things that will help you grow and learn. Use your enthusiasm when you find resistance either from others or within yourself.

The fact that you question yourself is a strength because what you are questioning is your lack of courage in the most difficult situations. Ask questions to help you get closer to understanding why you refrain from using your courage. What are my options? Am I satisfied with how I am living? How is courage connected to my self-esteem? What negative behaviors do I need to overcome?

## Blindspots and Pitfalls

Something you may not be aware of is the possibility that you are enjoying the attention of being helpless. Being helpless means people have no expectations of you. There is no pressure from people asking you to step it up or go after success in your life. You like having excuses as to why you aren't achieving what you want. You have learned that it's these excuses that satisfy other people's questions about your unproductive life.

Another blindspot you have is your unwillingness to push through the fear of being successful. You find it difficult to create movement in your thinking, feeling or behavior because you want a guarantee. The problem with that is there are no guarantees. There's only the risk you take to chase the results you want. In some ways it's easier for you to tell people you have no desire to change or explore what could be on the other side, than it is for you to risk failing. This has become the way you deal with self-doubt. Your self-doubt occurred when things didn't work out for you previously. You begin to go back into old patterns or habits of assuming that you'll never do anything right.

You have a tendency to soften your message, talk in generalizations instead of specifics, and you expect people to

read between the lines instead of actually telling them where the problem is. You refrain from showing where you really stand on issues of importance to you.

## Improvements to Make

There are things you can do to build your courage. The first step is to recognize and accept the fact that not taking risks, staying constantly in your comfort zone, or giving in to inertia is not serving any healthy purpose for you. You have to foster belief in what you can do, how you think and how you feel. You see there is no end of self-sabotaging stories that you tell yourself when you are afraid. The question is how do you get rid of them, what can you do to make yourself strong, positive and powerful?

Take a close look at how you experience everyday courage. Courage is present every time you learn something new, speak out, defend yourself or are vulnerable. This is where you find your innate courage. It's in the day-to-day interactions that require you to move beyond fear – and you don't even realize it because it is about things that at the time aren't considered that important or you don't have time to think about the fact that you're putting yourself out there – you just act.

## Benefits of Improving

Once the importance of achievement, accomplishing goals and the value of moving forward becomes important to the point that you can't live without it is when you will stop being afraid. When you acknowledge the importance of courage in your life you will begin to trust your judgments, intuition, and sense of belonging. You will become more active in caring for your relationships. You will begin changing your reaction to criticism, anger and doubt. You will develop a strategy of deciphering what is useful and helpful from the damaging remarks of others.

Once you focus on what is helpful to you then you need to formulate a vision of what's possible by becoming resilient. Develop an attitude of 'that which doesn't kill me makes me stronger.' Use your strength in the face of adversity. Resiliency helps you deal with sudden unexpected changes and challenges.

Real courage is apparent when you use your power; your power to decide, your power to pursue, your power to forgive and your power to feel. It's all about participating in the opportunities to be powerful within and outside of you. Exercising this type of power gives a foundation for your courage to expand beyond fear.

# Stepping into Your Courage

## Courage at Work

It takes courage to challenge or question the status quo at work. However, the wise person uses that courage to support change, set new goals and express optimism about the future. Once you do that you will be seen as a role model that others wish to emulate. They will view you as a person who asks the tough questions, says what isn't popular and always believes there is a solution. Your courage will show you the way to taking necessary risks where you learn more about yourself and your strong desire to succeed in all professional endeavors.

## Courage at Home

Using your courage in your personal relationships will allow you to be vulnerable – where you can admit when you are wrong, change old habits and see people in your life as human beings who brave daily struggles along with daily triumphs. Once you grow your courage you will think of relationship challenges as opportunities, defeats as temporary, and fear as something that alerts you to make a change. When you experience courage you have very few regrets. Regrets are a sign that you've let insecurities undermine choices you wished you had made. Courage brings abundance into your life.

## Courage in the Community

Meaningfulness is the driver behind courage. It is the combination of intention with action. Courage in community affairs is where you advance your voice. And when you continue to share your voice amongst unpopular opinion you are experiencing the benefit of staying power. It's in your community that raising difficult issues and providing tough feedback leads to education, helping others step up to the plate and forge a better future.

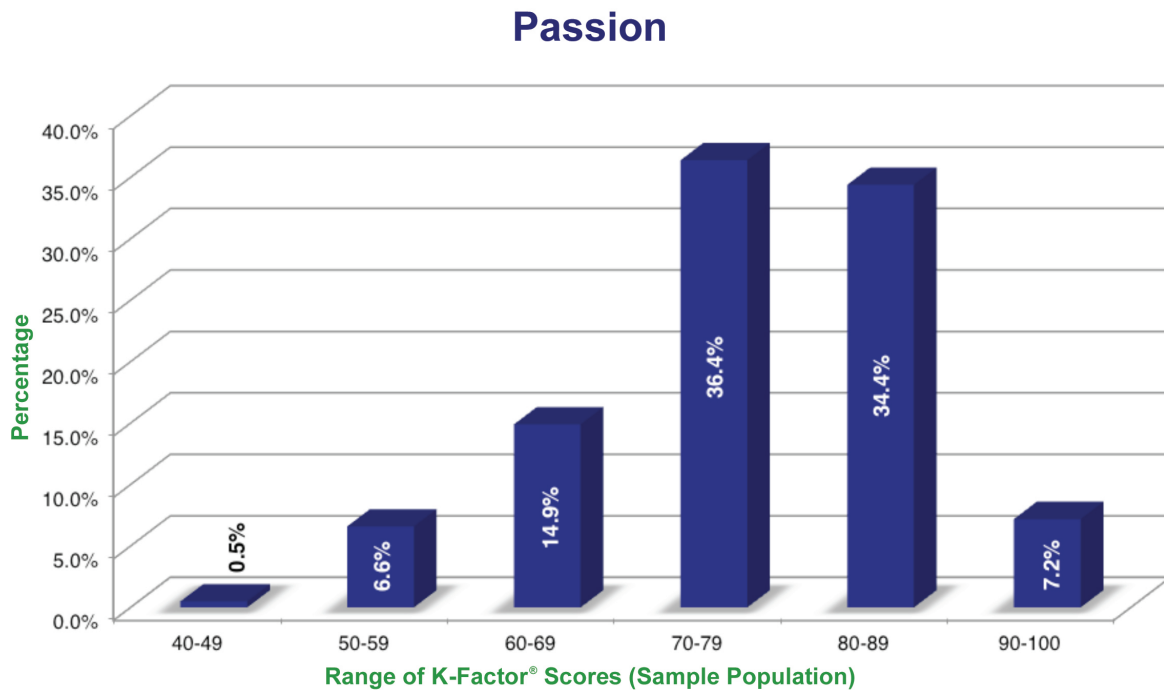




# PASSION SCORE



YOUR SCORE: **59**



*The above graph depicts the percentage of the sample population that is in a particular range of passion trait scores.*

# › PASSION



## What is Passion?

Passion is a gift of your spirit united with the sum of all your life experiences. It affords you the power to live and communicate with unrestrained enthusiasm and eagerness. It is most apparent when your mind, body and spirit work together to create, develop and express your feelings, ideas and most sacred values. Passion creates energy -- an energy that's noticeable and transferable.

Passion enables you to overcome internal and external obstacles allowing you to see the world as a place of endless potential. Your passionate force looks at every event and discovers what can be, what should be and what will be.

Passion is a compelling emotion; intense emotional drive or excitement; and a strong liking, desire or devotion to an activity, object, or concept. So passion is mostly emotional, and or a state of strong desire. (It's worth pointing out here the etymology of the word, its Latin and Greek roots, have to do with suffering and agony.)

## Passion Score Meaning

You are moderately passionate. Only certain things can spark great passion in you. But that's a start!

You are on the edge of making a breakthrough to uncovering what you are passionate about, accepting it then expressing it. Your score shows that you are not governed by passion. You tend to judge everything logically then proceed. Passion is about emotions and emotions scare you. Whether it's feeling those emotions, dealing with them or expressing them you aren't comfortable with emotions. It could be that you experienced a negative response to your expression of passion.

You have been denying yourself the life you deserve to live. The beliefs and ideas you obtained along the way have kept you detached from what's most important to you. In the past you've gotten discouraged, which may have been what you needed to get you to this point. Now it's time to get clear about what really matters to you. Start making choices that support you in giving your unique gifts.

Whenever you have to make a choice, ask yourself, "Will this help me be more aligned or less aligned with my passions?" And if for any reason you can't choose in favor of the things you wrote down, that's the signal that something else is more important to you.

You find yourself living for Friday and dreading Monday through Wednesday. You find yourself searching for an escape from what has become a humdrum existence. Something is missing.

The missing piece is the connection to your own heart's longing. Your heart has been trying to tell you the path to fulfillment, but your beliefs about what you "needed" to do have drowned out that voice of passion inside.

As a result, life lacks a sense of purposefulness. Purpose arises from being connected to the things you care most

deeply about. All that's required to recover that sense of direction is clarity.

You are caught in the illusion that you can't do the things you love for one reason or another.

Maybe you have been convinced that you can't make a living from your passions. Or maybe you have the idea that following your passions would be irresponsible.

Whatever the concepts are, they are keeping you from your joy. It's no accident you love the things you love and as long as you continue to believe you can't do what you love, you will be more and more miserable.

When you are faced with choices, you second guess choosing in favor the things that matter most to you because of your fear of others' judgments. You are timid in living your purpose openly for fear of disagreement, ridicule and judgment.

Your passion score reflects that you may be torn between the desire to follow your heart and your beliefs about what you think you HAVE to do. You may feel that you can't do what you love because you have responsibilities, or others need your help, or because you need money. These are all beliefs that are keeping you separated from happiness and fulfillment.

When you do what is best for you, you are at the same time doing what is best for others. When you clarify the things that mean most to you in your life, and then make your choices based on what will allow you to align your life with those things, then you will not only enjoy your life more but others will also enjoy you.

Life has not been easy for you. You have done your best to make others happy at the cost of the things you care most about.

## Your Competitive Advantage

On some level you want to increase your personal power. But it's your lack of passion that stops you from realizing your fullest potential of personal power. It also comes down to whether you believe you have personal power. Belief is connected to biology; the mind and the body are not separate.

Henry Ford once said, "If you believe you can or cannot, you're probably right!" What this means is that your capacity to grow your personal power relies heavily on your belief that you have it AND if you have the deep, strong desire or passion to go uncover it. Passion is the intense emotion causing or leading to compelling action. Personal power results from that action. Your desire for personal power, no matter how small at this point, is the seed that will grow out of your passion to experience it.

## Your Personal Strengths

You want to change your life, but it isn't easy. But this is your time. It's time to step into a new life of joy and fulfillment. It's no accident you love the things you love. It's no accident you care about the things you care about - they will lead you to fulfill your unique and special purpose. The first step is to clarify what it is you care most deeply about.

It is possible for your experience to change dramatically, and it doesn't have to take a long time. It also doesn't require jumping off a cliff or slaying a dragon. You don't have to quit your job or abandon your family to begin following your passions.

You just have to get clear about what it is that is really, truly important to you. You have the power to change your life. It just begins with the commitment to make choices that bring you closer to the things you love. It begins now.

You've been taught all your life what to do to be happy and successful. But when you do the things you've been taught, you are miserable.

## Blindspots and Pitfalls

Pursuing your dreams is something you need to do more. If you've lost your passion, chances are it's because you have been working towards a goal that's not your true goal. Reevaluate your priorities. Look back to a time when you were beyond excited to reach a certain station in life or achieve a specific accomplishment. What did it mean to you? How eager were you? To what lengths would you go to attain your goal? Once you are on your path to your dreams you will find your passion again.

Another way to find your passion is to get in touch with your spiritual side. Getting in touch with your spiritual or faith side can help you deal with tough questions or decisions. It provides or reminds you of your purpose and brings you closer to acting in alignment with your values.

The reason people who express or experience little passion do so mainly because they don't value themselves. When you see yourself as worthwhile, pursuing a wild dream, starting a business, and living in a way that connects to your beliefs and values, is when you will find your passion. Don't give up on yourself or buy into the idea that it's selfish to place yourself first. Take the time to plan out how you will follow interests that you feel passionate about. It's in taking the small steps that lead to something big.

One of the key principles of living a passionate life is staying open to possibility. Life never shows up the way you think it should. If you hang on to the way you think it should be you will be disappointed. You can't control things beyond your control. Things are always changing. You have a choice. You can look for the peril and challenges in every situation, or you can look for the gifts and opportunities. Whichever you look for, you will find. It doesn't have to be difficult. It just requires your sincere intention for things to change in your life.

You struggle through life, not knowing what direction will bring you the fulfillment you want. You have some idea of what matters to you, but you are inconsistent in prioritizing those things in your life. As a result, you spend a fair amount of time in regret, wishing you had done things you did not do. You feel guilty frequently. You know life could be richer, but you don't know how to make it so.

## Improvements to Make

Something that will help you start experiencing and expressing what you are passionate for is to understand and discover what your values are. Once you know what your core values are you can then trust what your passions are developed around. Then you can enlarge your focus, become absorbed with something that completely elates you. When you do this you are lifting your mood, and allowing positive energy to flow through you and into your environment.

It's time to make a decision. You know how good it feels to be doing what you love, surrounded by people you love and who love you.

The only thing that prevents you from having that wonderful experience every day, all day long, are beliefs that it's not possible to have joy all the time. One of the best ways to overcome limiting beliefs that keep you separated from a life of joy and fulfillment is to look for evidence that a different perspective could be as true or truer.

For example, if you have held the belief that you can't support yourself financially following your passions, look around and see if there is any evidence you can find of someone who has been able to support themselves with a similar passion.

## Benefits of Improving

There are many benefits to being a more passionate person. With a refreshing passion for life, you can enjoy sustainable energy that stimulates and inspires you. Your relationships will improve with people being drawn to you, not passing you by.

You are at a turning point. This is your chance to permanently shift your life in the direction of joy and fulfillment. All it requires is making the commitment to change.

When you notice that you are arguing with reality, stop. Take a break. It's no fun banging your head against a brick wall. You can never win when you try to convince yourself that things should be other than the way they are. This is simply the path to misery and unhappiness.

When you hold on to the way you think things should be, you will feel contracted, shut down, closed. These feelings are just the signal that it's time to be kind to yourself, to be gentle with yourself.

Get more clarity in your life. Find the top five passions in your life. Let these passions guide the choices you make in life. When you have a decision to make, ask yourself, "Will this help me be more aligned with my passions, or will it take me farther away from them?"

As you make small choices, day by day, you will begin to see your life changing. It may be almost imperceptible at first, but with time, you will discover that you are living a passionate, purposeful life, without much trying.

You are immensely powerful. You have the power to create the kind of life you have always wanted to live. Now is the time.

# Living Your Passion

## Passion at Work

When you have passion for your work can mean the difference between success that pleases you and success that reaches into the depths of your soul. Passion drives you toward reaching your greater gifts. It's these gifts that set you apart at work, in your job, with your customers, and how you lead or follow in your company. Passion is your self-driven attitude about what is possible and what truly matters to you. Success in your job or your career comes not so much from what you do, but how well you do it. This difference is a direct result of your passion.

Because passion motivates you to act in a particular way, a way that involves enthusiasm and desire, then being passionate about your work or career inserts more energy into your work success. When you place more energy into your work you then focus on the quality of it. There is great positive impact of loving what you do. When work is a grind you have to dig into your energy reserves leaving you less energy for other things or people in your life. You go home feeling depleted and drained. When your career frustration is high, it spills over into the rest of your life.

Passion for your work helps it comes naturally, which makes you feel more confident. You then feel more secure about what you're doing. Passion feeds persistence. Every career or job has trouble along the way, but persistence helps you get through the danger zones.

## Passion at Home

Passion at home, in your relationships, in your personal life, prevents your life from becoming an exercise in boredom and obligation. Keeping passion in your relationships, romantic or otherwise, makes you feel alive, happy and fully engaged with life. Whether you're interacting with friends and loved ones, or creating a work of art, passion makes those things come alive.

You already know thoughts can influence your experiences, but the emotion of passion has the potential to take this concept to a new level. It becomes a creative force. Everything you infuse your energy into is usually reflected back to you in some form. Passion inspires. Passion gives you a focal point.

## Passion in the Community

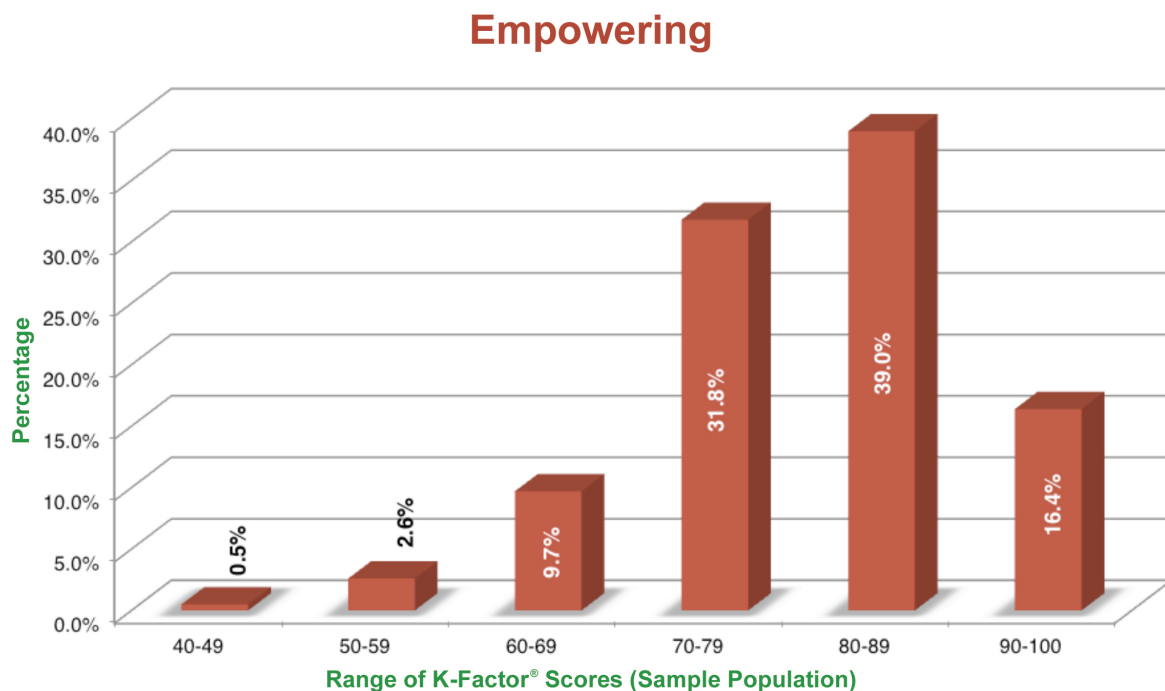
Having passion for the development and growth of your community creates rewarding experiences. Being dedicated to building healthier communities happens in four ways. First, through education; helping individuals and families obtain the skills they need to grow personally and professionally. Second, through relationship building; connecting people and community organizations by drawing people together, improving the quality of life. Third, by involving people in service; seek people who have the skills and talents that can transform communities. And fourth, by supporting individuals in crisis; you can help people overcome struggles and dysfunction.



# EMPOWERING SCORE



YOUR SCORE: **53**



*The above graph depicts the percentage of the sample population that is in a particular range of empowering trait scores.*

# › EMPOWERING



## What is Empowering?

Empowering others is a practice of sharing information, rewards, and power with others so they can take initiative and make decision to solve problems and improve their lives. It is based on the idea that when you give people the resources, authority, opportunity, and the chance to contribute they will increase their competency and fulfillment.

Empowering others is a process that encourages people to gain control over their lives. It fosters power that they can use in all aspects of their lives. When you empower people you are helping them succeed and achieve on multiple levels. In short, empowering helps increase another person's spiritual, social, mental, and emotional strengths.

## Empowering Score Meaning

Your score indicates you may fear letting go of your power. You have bought into the belief that power is more beneficial to you if it isn't shared. You were or are in a situation where you have not profited from others empowering you. You have no idea how empowering others works or what it can do for you.

You are trapped in the mindset of 'me.' Your main intention or desire is to rationalize your insecurity. You want to find instances where people can't be empowered, where they have to stay dependent on someone else. It's too fearful for you to imagine another person contributing to something to the point where they become powerful. You see their empowerment as an attack on your own power. If that is the case, then it becomes your mission to intervene or stop people from becoming empowered.

Even though you don't find the 'I-am-looking-out-for-me' as part of any mission statement, corporate philosophy, or team-building effort, this mindset is active and running rampant for you. Your current score indicates you subscribe to this type of thinking not only in your working environment but also very possible with your family and community situations.

When you don't empower people, they don't grow. They become less happy and feel useless, which leads to resentment – of you. When this happens, you lose opportunities to do bigger and better things.

What's more, it's hard for you to trust people. You may be skeptical and unconvinced of their intentions. This may be because you have been previously treated this way in your life. Or your role models taught you this. In either case, it has become a way of life for you.

In your relationships, you are usually the one in control. It is difficult for you to risk otherwise. Why? Because giving others the power to reject you is more than you can handle.



## Your Competitive Advantage

The good news is you have an opportunity to learn about empowerment and experience the rewards of empowering others. It's not easy, but it can be something you do in short bits at a time. When you empower people you will build loyalty. When you build the reputation of people, giving them the opportunity to grow and develop, they will grow to trust you.

Moreover, when you empower others you will find a renewed energy. When people are energized they find ways to break down barriers that once were insurmountable. They become motivated to find the best way to achieve something. Any time you can motivate someone is when you can work with them in earnest.

When you earn the reputation of empowering others you will attract and retain good people, good relationships, and great respect. You will, with others, be leveraging the full range of skills, knowledge, experience, and personal attributes to achieve results.

## Your Personal Strengths

When you've come from less than ideal circumstances that prevented you from trusting people, it's understandable that you are cautious. You've created boundaries that protected you from others' abuses. While that may have worked, or been necessary, when you were young, as an adult you now can make different choices. These choices can work in your favor. First, you have to decide where and who you can empower to be a bigger player in your life.

Determination is a strong attribute for you. It has given you direction when decisions were tough. What you can do is use your willpower to take a risk on letting someone help you or show you their worth. Making this a priority will help you gradually learn to empower people around who can contribute to your overall goals.

You also have a strong sense of self-reliance. You have built independence where you have become the only person you can count on. But that has a price – loneliness. It's important for you to use your independence to make good judgments about what and who is trustworthy and dependable. The freedom you have from your independence does not evaporate once you include others in your life to give you their loyalty, possibilities and participation.

## Blindspots and Pitfalls

Your life is what your thoughts make it. Your attitude reflects your leadership. And you are the leader of your mind. Instinctively, your attitudes and actions reflect what your heart feels and your mind thinks. You need to work on changing your thoughts about empowering.

When you decide what it is you want you need to be open to enlisting others' wants and needs. Check out to see what you need to do to network, connect and engage with people. Show an interest in their ideas, their beliefs and what they think of your ideas and beliefs. This is what is scary to you - trusting the intention and desire of others.

You believe that you don't need the intellect, talent, skills or abilities of other people. You may be afraid of becoming dependent on others' contributions, which, in your mind leads to trust issues, trusting that you will continue to be respected, revered, and stay in control.

Additionally, control is a big thing for you. You have learned that if you don't stay in control of future events, something terrible will happen. You are in a constant state of stress. You've taken on the responsibility of accurately predicting and managing the future because you think you are the only one who can do it.

## Improvements to Make

As with most things, before you can change anyone else, you must first change yourself. This means you need to let go of the fear associated with losing. The fear of losing respect, control, authority, power, or responsibility is your motivation for not empowering others. It may be that you are skeptical and untrusting of others, their motives, their intellect, or capacity to achieve something. You can change this by being open to suggestions.

You fear criticism. Criticism, to you, means you are incapable of accomplishing anything. Disagreement symbolizes chaos. And these are ideas you subscribe to. But you know these ideas won't help get you what you want.

Perhaps a reason you don't empower others is because you are simply out of energy. It takes energy to invest in others, to infuse them with your strength, and to support and acknowledge them.

For you to improve your empowering score you will need to identify what is important. Are you ready to remove your fears around power and empowerment? And how deep will that commitment be? Knowing your level of commitment will determine how successful you are at allowing people to shine, share their ideas, and give of their talents.

You also need to dump the 'Lone Ranger' mentality. Try to accomplish great things through other people. You don't need to do it all yourself. Look at your reasons for going it alone. Is it because you are a perfectionist and nobody can do it better than you? Or do you want to have all the credit? Or maybe you have been disappointed so much in the past that you've given up hope. Whatever the reason, it's time for you to stop and address what is holding you back.

## Benefits of Improving

Once you engage in open communication with people who may have something to offer is when you will start to relax and become unattached to the outcome. Start with something small, where your entire life's plan doesn't depend on it, and delegate a task. To begin empowering others you need to expand your own awareness, skills and information. Learn to support others in assisting you. Fostering people's development lends itself to creating high performing teams. Letting people assume responsibility encourages their strength and confidence. Once they feel confident you will find reassurance. Look at what needs to happen and what your role is in creating participative environments. This encourages openness and trust in relationships.

# Empowering with Purpose

## Empowering at Work

Empowering is about helping others step into their greatness so they can share their talents and skills with others. When you empower others you will feel their energy, motivation and excitement. It will be contagious. This creates an environment where people are working together, accomplishing the impossible and attain amazing results.

When people feel energized, they find new ways of breaking down what might have been thought of as obstacles in the past. And when motivation increases so does their ability to solve problems. They know you trust them to get the job done – and they do it! Performance improves along with morale. Trust has a direct impact on morale. And trust is given when you empower others.

## Empowering at Home

You cannot accomplish everything by yourself alone. You need others for a variety of reasons; support, encouragement and understanding. In order to gain these things you have to allow others to show you their ability to step up to the plate. When you enlist the help of others, you will be giving back more because you have more time to invest in things that help you and them. The people closest to you are the first ones to be empowered by you. In your personal relationships this builds loyalty, opportunities to become closer, and a mutual bond of respect. Empowering the people in your personal relationships, whether it is a spouse, children, friend or other relative, can result in knowing each other better and creating a sound sense of security.

## Empowering in the Community

Communities, local and otherwise, need people who recognize the value of people taking action on their own behalf. Leadership is important, however, leading empowered people or citizens accomplishes goals that carry the true meaning to the people affected by those goals. When people are given the responsibility and held accountable for community results they are more likely to act in ways that represent what is good for the whole. Education, community enterprise, and commitment to the community's future all grow through an empowered public.



# TRUSTWORTHINESS SCORE



**YOUR SCORE: 63**



*The above graph depicts the percentage of the sample population that is in a particular range of trustworthiness trait scores.*

# › TRUSTWORTHINESS



## What is Trustworthiness?

Trustworthiness is a moral value considered to be a virtue. Being trustworthy means another person can place their trust in you and feel secure that their trust will not be betrayed. As a trustworthy person, you are honest, you keep your promises, and you value loyalty to others.

You prove your trustworthiness by accepting responsibility and meeting expectations. Your responsibility can be material, as in keeping a promise to pick up the dry cleaning, or non-material as in keeping an important secret. People find you trustworthy when you demonstrate your integrity over time.

## Trustworthiness Score Meaning

You haven't made a solid commitment to being trustworthy. There could be several reasons for this; negative experiences growing up, being betrayed by people you trusted, or the fear of not being able to trust in return. All of these reasons are in your power to change.

However, you do want people to think you are trustworthy. You think that by being manipulative and controlling you can accomplish this, which isn't true. You can be trusted from time to time, but you use 'tricks', deception or manipulation, to get what you need or want. As much as you try to hide this about yourself, people know when they're being deceived or manipulated. Even if they haven't experienced you as conniving, they have a basic intuition that is warning them.

Since people question your trustworthiness, you need to be honest with the person in the mirror – you. You are the main person being hurt by your behavior. You are missing out on honest, fulfilling relationships, respect from peers, regard from authority figures, and most importantly, high self-esteem.

You are invested in appearances. You care that people should view you as trustworthy. However, your actions are usually found out to the contrary. Once this happens you tend to get angry, at others, but more at yourself. This anger has nothing to do with the other person, but rather your anger is directed toward yourself – that you weren't able to hide your true feelings or actions.

## Your Competitive Advantage

You tend to keep yourself, the real you, hidden from others for fear of being discovered not as the person you strive to portray. While you think this can protect you or your image, it only serves to deny you the joy of being accepted for who you are.

You have the ability to develop traits that will help you trust which in turn helps others see you as trustworthy. But you need to make the decision to develop that ability.

Increase your self-worth by becoming worthy of people's trust. How? Make and keep promises, be consistent in your actions and words, open up about how you feel about a specific issue, or accept responsibility for your mistakes.

A critical part of trustworthiness is credibility. There are four foundations of credibility: integrity, intention, competence, and results.

1. Integrity means that you say what you do and you do what you say. If this is completely foreign to you, you will need to practice. You start by letting people know what you are doing or what your plans are.
2. Intention can only happen when you've successfully developed your integrity. Intention means that you enter every situation with a win-win mentality.
3. Competence is about action. It's your talent, attitude, skills and knowledge. Working from integrity with good intentions helps you establish your competence.
4. Results are the culmination of the first three foundations of credibility. Once you show results you can prove that you are trustworthy. You can show people that you have what it takes: high integrity, good intentions, competence and a track record.

## Your Personal Strengths

Your cautious nature has caused you to pass up potentially trusting relationships. Now, being overly cautious can change. You can take small steps toward trusting your own intuition and gut feeling about whether someone is worthy of your trust. In order to do this you need to sincerely want to trust and be trustworthy. Once you make that decision, you next need to take a risk to be honest, admit to mistakes, and assume responsibility for your actions.

Define for yourself the particulars of your basic need for trust. For you, basic trust requires that you first be honest with yourself. Honest about your fears, your negative thoughts, and your lack of being accountable. Create a plan that helps you start to identify what is supporting your 'trust' fear.

## Blindspots and Pitfalls

Your words and actions don't match. You should be concerned that people notice this about you and became wary of trusting you. It's confusing to them and when people are confused about something so important, like trust, they will not give you the benefit of the doubt.

Along with your words not matching your actions you have a practice of not following through on promises you make. This may be either because you were raised that way or you've had negative experiences and feedback from following through on promises. It's important you work to understand what has happened to make you fearful of committing to your promises.

You are on the path of becoming your own worst enemy by justifying why you are untrustworthy; 'it's no big deal', 'so-and-so won't mind', or 'I'll take care of it later', all excuses to ease your guilt. It can become a never-ending cycle of believing you are trustworthy when in reality you may not be.

Deep down, or subconsciously, you know that your untrustworthiness is a bad trait, and you do not feel good about yourself. People pick up on it, and avoid trusting you with anything important to them: secrets, responsibilities, possessions, and love.

## Improvements to Make

It is unclear whether trust is important to you. You need to decide. If you decide you want to become trustworthy, you need to have similarity between your actions and words. They need to be borne of love and respect for another person. When you love and respect others, you are compelled to act honorably. Trust is gained when your actions are for the benefit of others, no matter the nature of the relationship. It doesn't come out of reciprocity or obligation.

You can retrain yourself, and go from making excuses for your breach of trust, to creating reasons of being 100% trustworthy. It starts with developing deep, profound self-respect and trustworthiness in your personal and professional relationships.

Whether you're available and helping others, following through with your promises, being non-judgmental, or telling the truth, you can right now build trusting relationships.

## Benefits of Improving

Building trust results in not only feeling good about yourself but helps you in all situations. For example, when people trust you, you are better able to get to the root cause of an issue or problem, or, having people's trust allows you to make better more informed decisions because people will feel free to be honest with information or their feelings.

Trust leads to cooperation. People will cooperate because they trust or have faith that you operate from honesty, keep promises, and take responsibility. Being trustworthy gives you the inner sense and outer experience of the approval and empowerment you want, while reducing anxiety about yourself or others that you deal with.

Once you cross over into being a trustworthy person there are psychological and practical benefits.

The psychological benefits of being trustworthy include;

- Being honest with yourself which supports a healthy self-esteem
- Fairness in all your interactions
- Respectful of others point of view even when you disagree
- Sympathy with others humanity – mistakes, faults and all

The practical benefits of being trustworthy are;

- Dependability and keeping your word
- Competent and efficient – not perfect
- Consistent and predictable – not controlling or rigid
- Faithful and loyal

# Honoring Your Trustworthiness

## Trustworthiness at Work

Being trustworthy shows character. People trust a person who has a reputation of being honest, reliable and responsible. When the stakes are high, it's the trustworthy person people turn to, to consider all the angles, look at various outcomes and reach a decision that works for everyone. Because the trustworthy individual is someone who others like, want to deal with, and share responsibilities, they give them more opportunities than other people.

When you create a win for your customers, clients, boss or board of trustees, you also create a win for you. You feel that you have integrity and cannot be influenced by negative, outside forces trying to bring you down. You feel self-respect, knowing that you are worthy of others' trust.

## Trustworthiness at Home

Trust is one of the most important requirements for building all forms of relationships be it in business, romantic or personal. It has a major impact on a person's well-being and self-image. Trust is the hallmark of personal relationships – it is the absence of fear in a relationship. Trust is the reliance of knowing that another person is there when you need them, won't sacrifice you for self-interest, and can be counted on to work in your best interests.

Trust is the glue that binds personal relationships and the grease that prevents serious differences from causing relationship-ending results. With the presence of trust, people work together to co-create, to be spontaneous, and to contribute to each other's well being.

## Trustworthiness in the Community

Trust in and among the community is the main ingredient for compassion, commitment, mutuality and integrity. Trust builds the foundation for community engagement and focus. It encourages people to build a spirit of cooperation within their community. They have a desire to work for the greater good. They seek unity from chaos and harmony from discord all because they trust the intentions of each other. Trust results from listening with empathy and compassion which is central to community relationships.

Remember that trust is a learned skill so be compassionate with yourself in the process.

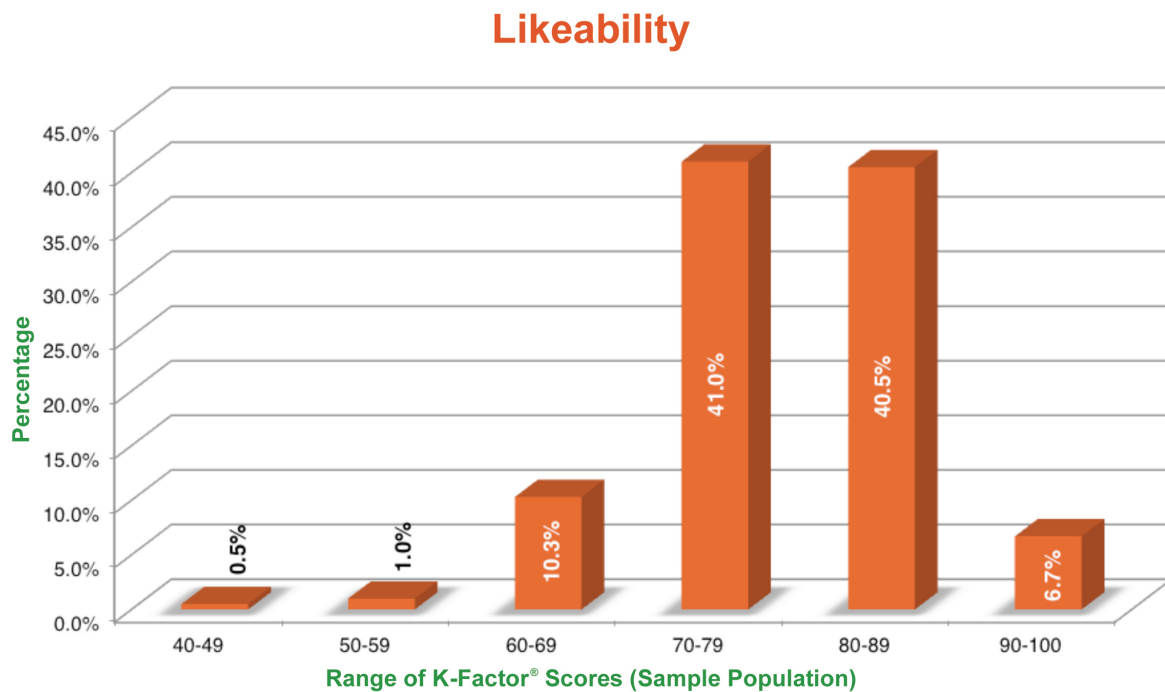




# LIKEABILITY SCORE



**YOUR SCORE: 72**



*The above graph depicts the percentage of the sample population that is in a particular range of likeability trait scores.*

# › LIKEABILITY



## What is Likeability?

Likeability is basically a measure of how positively you are viewed by another person. It is also one of the most ignored factors of being successful and happy.

Your likeability depends on your ability to create positive attitudes in other people through the delivery of emotional and physical benefits. If you are highly likeable, it is predicted that you will bring people joy, put them at ease and reap the benefits of a loyal friendship.

## Likeability Score Meaning

You understand the need and importance of being likeable. However, you sometimes struggle in achieving it. This isn't to say you aren't likeable, but it doesn't happen as much as you'd like it to.

You are shy when meeting new people, and are afraid to show real emotions in case someone thinks less of you. It's important for you to not worry about what other people think and be yourself.

People like you, but you don't give them enough to go on. You can be a bit reserved and even harsh at times. You are honest about your opinions and feelings. You would rather be blunt, even if it upsets people.

You aren't out to intentionally hurt anyone, but it's true that you often don't realize the impact of your words. Try being kinder, more compassionate, and more outgoing. The true you is a lovely person; let others get to know who you really are.

Your current score indicates that you may want to be an empathetic person but you're not sure how to express it. Showing compassion doesn't come easily to you possibly for a variety of reasons such as; you've not been given compassion or you may have become so consumed with your current situation that you forget to pay attention to people around you.

There seems to be the desire to understand others, but you are uncertain where to start. You can begin this process by trying to place yourself in their shoes. People will favorably respond to you when they realize you understand them and that will improve your likeability and relationship with others. People like knowing they are cared about. When you reach out to others, making a connection with them, you instantly form a relationship based on shared recognition and appreciation for their circumstances.

In the same vein, it's important that you learn ways to effectively give feedback. You miss opportunities where you can give praise and approval. You've become used to being critical, possibly blaming, of someone when things go wrong. This may happen because you are frustrated or unhappy. In any case, being critical isn't working for you. When you understand that feedback is meant to be helpful your existence with others will improve. Praise is a much better way to help people change than criticism, which is usually useless in most cases.

## Your Competitive Advantage

You know the value of your smile, but you hesitate to use it often. It's the most simple thing you can do, and yet you are missing, probably unintentionally, several opportunities to share your smile. Smiling relays several messages to the receiver. It tells them you are approachable. It says that you're pleased to see them, which can be pretty flattering to most people.

Making eye contact is something you are working on. You understand the role eye contact plays in showing the other person that you are interested in what they have to say. You are working on increasing your comfort level with eye contact and it's beginning to pay off. You have a ways to go where you can look deeply into the eyes showing that you are genuinely interested in learning more about the person. When you do this, you will become more attractive and likeable.

Why is this important to being likeable? Because you know that when you can do this – the rest of the world becomes attractive to you initially and the door is open for you to further show your likeability. When you establish this type of relationship you are showing a calming confidence in what the other person is saying which makes them more engaging and appealing – an you more likeable.

## Your Personal Strengths

You understand that people will like you more if you talk less about yourself and more about them. You are working on showing genuine interest in what others are doing, what they care about, and how you can help. You usually listen more than you talk. You encourage others to talk mainly because it's in your nature to be curious and this extends to what is going on with other people. When you listen intently people will share their experiences and the cool things they've done. And they will end up liking you more because they believe you care.

You realize that most people don't feel heard – this is why you encourage others to talk about what they really enjoy or what they are worried about. As you know, many people are highly invested in talking about themselves more than hearing what the other person is communicating. Talking more than you listen is the first step in making you not so likeable. If you catch yourself rambling on for a while, an easy way to adjust the conversation is to say, "But that's enough about me – what about you?"

## Blindspots and Pitfalls

You may not be aware but you don't smile very much. In fact, you may be surprised that you usually have a serious look on your face. Maybe you believe you don't have much to smile about, however, a smile is the first sign that a person is approachable and open. Just as it's impossible to catch up on your sleep, it's impossible to catch up on your smiles. Once the opportunity to smile to a friend or stranger is gone it's gone forever.

Something that may be getting in your way of others liking you more is a negative attitude. It could be you are not happy with your life, or you do not feel empowered to change your circumstances. But whatever the reason, your attitude is an important piece of being likeable. Ask yourself how many times you've been attracted to someone who spewed pessimistic banter everywhere they went? Start today to make your attitude something you can be proud of. Once you do this, people will approach you without hesitation.

## Improvements to Make

When you are likeable, you will get more done. People will listen, consider your opinions and suggestions and they will give you credit for results. Your ability to connect with others helps them see you as not only trusting but caring. This will do wonders for your reputation making it easier and more effective when you engage and influence.

Staying open minded to people's ideas is attractive to them. Continuing to value and appreciate what others have to say, what they want and how they want to be treated is a great way to get their attention and secure their undying gratitude.

Don't be afraid to express your passion for something – anything. Share your dreams with the world. Go out on a limb to invite people to ask questions, give you feedback and enter into conversation with you.

## Benefits of Improving

Start looking for what makes you likeable. Get rid of the 'me-based' thoughts that have become a stronghold in your life. Shift your thinking from me to them. Instead of asking 'What can this person do for me?' ask 'What can I do for this person?'

One of the benefits of being likeable is people get to know you. This opens several opportunities where you can receive compliments (everyone loves compliments), enjoy the sound of your own laughter, and experience the positive attention from another person.

The bottom line is this – the truth about meaningful connections and relationships where you have the devotion, loyalty and admiration of another person begins with the relationship and how likeable you are in that relationship.

# Enhancing Your Likeability

## Likeability at Work

Being likeable at work can make a difference for your career. Experience can open doors, but not if you wield it with arrogance. Expertise is essential, but a condescending tone won't get you far. Your likeability factor will carry you a long way at work. What it says to co-workers and bosses alike is you are dependable, trustworthy, competent, and fun to be around. You keep secrets and look out for what is good for the whole instead of only considering what works for you. Paying attention to what you can do and how you express yourself will determine whether you gain the respect and admiration from everyone you work with.

## Likeability at Home

Although it's important to be liked by people, it is more important to be liked for being who you are, and not for someone else. Sometimes people get this mixed up. Being someone other than who you are in order to be liked can be exhausting and confusing. There will be times when you go the extra mile and risk being who you are, a person who is caring, generous, honest and supportive even when it means getting hurt. It's in those times that your loyalty to another person is being tested. Standing by someone through thick and thin is a true measure of your dedication making you attractive and very likeable – all for the right reasons.

## Likeability in the Community

People listen to others they know, like and trust. When your neighbors, community committee members or fellow church-goers see you as someone who is true to your word, works for the greater good, and can make an emotional connection, they will place you in high regard. Not only will you gain respect but you will harness the loyalty of people who will follow your lead. When you have differing opinions, people in your community won't be so apt to dismiss you. Rather they will more than likely reflect on your stance because you have proven worthy of their support and appreciation.



# PLAN OF ACTION - YOUR NEXT STEPS

Your K-Factor® score indicates you have the potential to be an influential person. With your current K-Factor® you have the capacity to influence many people and situations, but it's critical that you make a commitment to grow that capacity. You need to not only realize, but develop and use, the ability you have in making a difference not only in your life but in the lives of others.

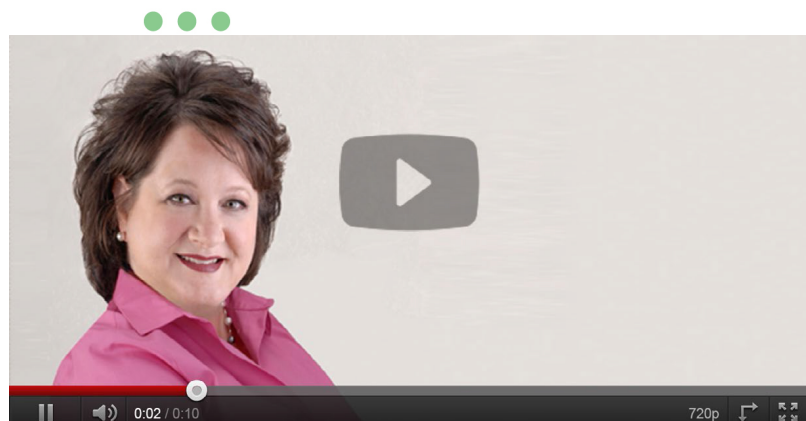
Spend the time and energy in examining and building on your seven influence traits. Seek out situations that support you in making changes to your confidence, commitment and all other influence traits. Take risks, challenge your old ways of thinking, and surround yourself with influential people.

Identify your answers to these questions: How are you using your influence? Is it working for you? What is motivating you to be influential? What is holding you back from being as influential as you can be? How are you making improvement to increase your influence? Who do you need to be in order to receive the benefits from being an influential person? Look for the best and most effective ways to impact yourself and then other people.

You can find answers to these important questions and more by reading and listening to various kinds of influence material and applying the information in hands-on practice. You can attend webinars, masterminds, workshops, and seminars that support you and introduce you to better and more advanced ways of being influential, ways that help you excel in using your seven traits to reach peak performance.

It's important to note, you are always a learner. You will benefit extensively from learning more ways to fully express your influence, expand your seven influence traits, and build your influence mastery.

I strongly encourage you to take the time to watch the following video. It will give you more clarity and direction in your pursuit of becoming an influential person.



# CONNECT WITH DR. KELLER

## About the Author:

Dr. Karen Keller has her Ph.D. in clinical psychology and her Master Certified Coach certification with the International Coach Federation. Dr. Keller has a diverse background that consists of developing and leading integrated change and strategies for large and small companies, leaders and entrepreneurs, and individual people who want to gain control of their life. Find out more about the KII at [www.Karen-Keller.com](http://www.Karen-Keller.com).

For more great resources, advice and information that will help you better understand the seven traits and tap into your own influential strengths, follow Dr. Karen Keller on the following social media platforms:



# ADDITIONAL TRAIT INFORMATION

"Now that you have your K-Factor® and your 7 Influence Trait™ scores you are probably curious about these qualities or characteristics. Maybe you want to receive additional information about your lowest trait score so you can improve or develop it more. Or perhaps you'd like to get information on a trait that really interests you. Whichever the case, you can choose one or more traits below to receive further information to supplement your KII® Report.



**Confidence Trait**



**Empowering Trait**



**Commitment Trait**



**Trustworthiness Trait**



**Courage Trait**



**Likeability Trait**



**Passion Trait**

Thank you and welcome to the Keller Influence community!





## › NOTES

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