



KEVIN LANE TURNER & TURNER LEADERSHIP STRATEGIES

Sustainable change through Training-Over-Time.



LEADERSHIP DEVELOPMENT | C-SUITE ADVISORY | TEAM PERFORMANCE TRAINING | TURNAROUNDS

Summer 2017 Newsletter

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What Others Say

Client Feedback

Our firm builds enduring client relationships through the results we produce. Find out "how" from unsolicited feedback we've received.

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What Others Say:

"Kevin, you sell yourself short.

The person coming to your training doesn't see half the process that you go through in your mind as you solve and resolve their issues.

And the people who send their key employees to you see even less! Because of this, people significantly underestimate the quality/efficacy of your work because they can't see the proof until your work is mostly over with.

As a recipient of your services I can say it's important for your customer to understand the 'why' behind your tools and methods because once a person understands the dynamic functions of your tools then they see more possibilities for when/where each tool can be applied."

My Workout at Google, by Quip Turner

I recently toured the Google headquarter campus in Mountain View, CA with a colleague who works there. This single visit sparked a powerful question: *Why do companies invest in their employees?*

For a moment, think of a playground for kids. Playgrounds are designed for more than exercise. They're designed to encourage imagination (and the expression of imagination through action/exercise).

How do you get a child to exercise in a way that's good for them? You wrap the activity in opportunities for imagination and creativity. This is why we don't just hand our children dumbbells and yoga mats. In a playground, the child is surrounded by opportunities for creativity. The jungle gym, the swing set, the monkey bars...even at 28, that still looks fun to me! *Creativity spurs activity, which propels focused development.*

Google literally creates a playground for their "Googlers" – complete with colorful, oversized chairs. In doing so, not only do they encourage and provide an outlet for imagination, but *they develop and foster the keystone habits* (to borrow a term from Charles Duhigg*) *that truly differentiate their workforce: curiosity, critical thinking, and imagination.*

"Want to learn how to cook? We have a class for you."

"Want to learn how to make the perfect espresso? Here's free coffee and a quick tutorial."

Unlike single serve and one-off training sessions, Googlers are *surrounded by and saturated* in opportunities to develop *habits* (of curiosity, critical thinking, and imagination), not just skills. These habits lay the foundation for a Googler's flourishing and, as a result, the company's success.

Quote of the Day

"You are the average of the five people you spend the most time with."

- Jim Rohn

So it's about much more than "employee value proposition" (this is a *benefit* of the Googler's world, but not the originating purpose). *Any company can offer a "Corporate University", the learning "Mecca" for that organization. But that's like making a child sit through a "How to Use a Jungle Gym" class when he/she should be on the playground.*

How can employee development be more than just a "knowledge dump"? Corporate universities are great...as a *supporting structure* for development. But the primary avenue must focus on *"Imaginative Exercise"*; application of knowledge over time (Training-over-Time) through creativity and practice. Use Google's example: *surround* employees with ways to "exercise" their imagination.

*Duhigg, Charles. *The Power of Habit: Why We Do What We Do in Life and Business*. New York: Random House, 2012. Print.

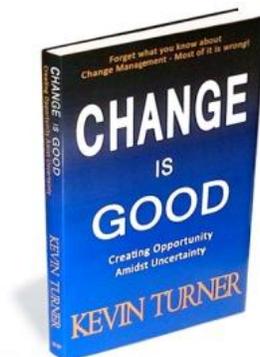
Cell Regeneration

Excerpt from *Change is Good*, by Kevin Turner

"Our bodies are composed of cells. New cells are constantly being created to replace the old. This process of constant change is called "Cell Regeneration" or "Cell Turnover". After about nine years, most of the cells in the human body have been replaced. How's that for change!

"This process slows as we age and eventually stops all together, at which point we die. Consequently, our own biology tells us that when we stop changing, we die. Through cutting-edge technologies we've discovered that our world, our solar system, our galaxy, and the millions of other galaxies contained within our universe, are in a constant state of change."

Change is Good



"Practical...easy to understand, not theoretical. [The] stepped approach...[is] a good process to stay focused and avoid distractions (or temptations) that divert one from the task at hand"

- Mike Kotubey, President of TDIndustries, Inc.

Kevin Lane Turner's book ***Change is Good: Creating Opportunity Amidst Uncertainty***.

Learn about implementing sustainable change.

Order your copy today.