

The Real Bottom Line: 10 Laws that Earn the Heart

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The Law of Vision:

To create sense of "oneness" by clearly communicating purpose and direction, goals, objectives and WHY—so people want to be included.

The Law of Freedom:

To replace a fear-based environment with an atmosphere where people can freely succeed, fail, and development.

The Law of Individuality:

To encourage each person to share their individual skills and talents—offer their unique contribution.

The Law of Dignity:

To respect, value, appreciate, build up and recognize the diversity each individual brings.

The Law of Inclusion:

To effectively team with others by creating shared growth experiences and performance.

The Law of Trust:

To trust until proven otherwise and to promote competent and ethical character.

The Law of Flexibility:

To adapt and respond to shifting needs and leadership needs—developing an attitude of innovation.

The Law of Influence:

To identify and build the personal power each person possesses.

The Law of Progression:

To balance one's life and successfully manage setbacks and challenges.

The Law of Accountability:

To own one's actions and their consequences—avoiding the blame-game.

For the majority of the twentieth century, managers and leaders have assumed that one of their major responsibilities has been to motivate their employees. Ironically, this assumption is not only incorrect but practically impossible to achieve. Lasting and effective motivation only comes from within—only individuals can motivate themselves.

This then begs the question: "What can managers or leaders do to unite and instill commitment in their people, if they cannot directly motivate them?" The answer is simple: **A leader is to create an environment or culture where people desire to motivate themselves.** Achieving an environment of self-motivation is the real challenge in today's marketplace. It is each organization's *real bottom line*.

John Parker Stewart, internationally recognized executive educator, speaker, and seminar leader, explains ten laws that create an environment of self-motivation. Modern organizations and teams are not just economic entities—they are living and changing networks held together by sets of interpersonal relationships.

Relationships thrive when each person is valued and understood. John terms this overarching valuing process "Earning the Heart." Within this framework, he illustrates the ten laws that earn the heart through numerous leadership action gems developed over his twenty-six years of coaching, teambuilding, and consulting experience.

Leaders leave this presentation with immediately applicable tools to help employees be more committed. They learn how to effectively value, retain, and develop their people. (This can also be delivered as a one-day workshop.)

John Parker Stewart has over twenty-six years of speaking and leadership consulting experience. He travels extensively speaking, coaching, and consulting to Fortune 500 organizations and large government agencies.



Some of John's many achievements include receiving the American Society for Training and Development National Trainer of the Year (Trainer's Choice Award) for two consecutive years; designing and implementing a leadership development program at Kennedy Space Center that reduced the cost of launching the shuttle by half; coaching hundreds of senior executives in Fortune 500 companies in team leadership, communication, and relationship capability; and consistently averaging a 9.6 out of 10 on client satisfaction evaluations for his keynote presentations.

John's partial client list includes: Boeing, Bank of Hawaii, BP Oil, Castrol of Malaysia, Cargill, Citibank, Chevron, General Motors, General Electric, IBM, Kennedy Space Center, Lockheed Martin, NASA, Nestle/Carnation, Pacific Bell, Raytheon, Thiokol, Toshiba, Tyco, U.S. Department of Energy, Waste Management, ViaSat, and Xerox.

