



CRAFT MODULE ROAD MAP

**CRAFT
AUTHENTIC
IMPACT.**

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To support you on your path I've created a "map" with specific areas of focus within each of the modules. This is by no means all-inclusive—however, it will give you an idea of places to look should you be bumping up against particular issues and want specific support sooner than later! The page numbers after each topic reflect pages in the Master Module. Do not just go to the pages shared, these are "snippets"... To get the full experience and outcomes possible, please use all tools available to you. I use a super integrative approach! Enjoy!



“CRAFT. The Essential You.”

Values, vision, purpose, your “why” - what’s it all about? This module helps participants lay the foundation for self-awareness, personal leadership, and creating influence, giving them access to their full selves in order to lead more effectively, from a place of intrinsic motivation and ownership. This module includes a deep dive into personal values, leadership beliefs, strengths, opportunities and more areas core to crafting impact. This is the foundational module and the most content rich of them all. All other modules in the program take a deeper dive into some of the tools, resources and principles offered in the Essential You. This module is meant to be a “living” document, do not do it all at once; work with the areas that feel the most compelling to you for where you’re at, right now.

Check out this module if you are “struggling with” or “hungry for”:

- Understanding the core “Crafting Impact Model” and how it applies to you. (P8-11)
- Increasing your personal awareness and creating a stronger leadership baseline. (P12-13)
- Fleshing out your basic leadership beliefs and stances. (P12-13)
- Fleshing out what “drives you” (your purpose, your “why”). (P15-19)
- Mapping out your vision and creating a path. (P19-20)
- Fleshing out your personal values. (P21-23)
- Understanding and creating internal alignment. (P23-24)
- Mapping out your goals and intentions for your program. (P25)
- Creating your path, making decisions, and “recovering” when “it” all falls apart. (P26-33)
- Building a solid leadership foundation for personal awareness and being an intentional influencer. (ALL)
- Assessment and discernment criteria to help you simplify your life and create the stories and impact you want. (P34-41)



“CRAFT. Energy Leadership. The 93%.”

While only 7% of your impact is in the words you say, 93% of your impact is in the energy you bring to the table, your presence, your body language, and your attitude. This module helps participants improve their physical energy and self-care as well as tap into their own 93%. With full access to increased *positive internal energy*, participants can then use that internal energy to positively influence their *external impact*. This module clarifies “energy management” and how you can use it, not just for yourself, but to serve, support, and influence others as well.

Check out this module if you are “struggling with” or “hungry for”:

- Understanding why “energy leadership” is more than just about you. (P2-7)
- Understanding more of “the 93%” and why it’s essential to your leadership success. (P6)
- Having a strong and positive energetic presence. (P6-8,11-14)
- Taking day to day “energy management” and accelerating it for maximum impact. (P13-14)
- Identifying how your TEL is impacting your influence. (P8,15-17)
- “Balancing” your work life, home life, and self-care. (P9,13,25-27)
- Optimizing your influence without even saying a word. (P11,18-21)
- Having your environment, schedule, and life support you. (P9,13,25-27)
- Finding an authentic way of working with self-care and energy that isn’t “prescribed”, but rather created by you (and therefore more likely to stick). (ALL)
- Debunking the “work/life balance” myth of our culture that creates more stress than the actual lack of “balance”. (All)
- “Getting in front of”, avoiding, or even recovering from, burnout. (ALL)
- Feeling really really great while leading, living, and doing everything in between. (ALL)



“CRAFT. Presence.”

Presence creates impact. Period. The way you walk, talk, move, breathe, look, and think impacts how the world experiences you on the outside and how people respond to you. This module helps participants tap into their authentic presence while being more present and responsive to their lives, their circumstances, and their relationships. With presence in check, feedback, communication, and impact in general become more powerful, enjoyable, and effective.

Check out this module if you are “struggling with” or “hungry for”:

- Understanding why presence is so essential to your success. (P7-8)
- Understanding the 3 types of presence and how they impact your ability to influence others. (P8-11)
- Understanding how even the right “behaviors” with the wrong presence, create negative impact. (P9-11)
- Having a leadership presence that is trustworthy, respected, approachable, and inspiring. (P11-14+)
- Identifying presence and behaviors that serve or hinder your reputation and brand. (P14)
- “Getting in front of it” in your conversations and day to day life (P16-19)
- Heightening your sense of awareness and enjoyment. (P17-21)
- Accessing your best “resource states” for decision-making. (P25)
- Holding a room and commanding attention with your presence. (P22)
- Creating a stronger presence, reputation, and brand for leadership. (P23-24)
- Getting effective, productive, actionable feedback on your presence. (P24)
- Shifting your energy and presence in the moment - on demand. (P25)
- Having a presence that commands attention and let’s people know they’re cared for. (ALL)



“CRAFT. Beliefs.”

Your beliefs drive your actions; your actions drive your results. Identifying, and being able to work with, beliefs that either hold one back or make one soar, is essential to leadership success- both internally and externally. This module examines the impact of beliefs on relationships and leadership, helping participants to leverage and unpack the things that hinder their success and/or move them forward.

Check out this module if you are “struggling with” or “hungry for”:

- Understanding why beliefs are such a foundational part of your presence and impact. (P2-3, 7-9)
- Connecting how your beliefs drive the results you’re creating in your business, life, and leadership. (P2-12)
- Learning how beliefs impact your presence and energy. (P5-6,11-12)
- Understanding why you’re getting the results you’re getting with people or projects. (P11-12)
- Learning why consistent action is sometimes more useful than changing or creating new beliefs. (P13)
- Asking yourself the questions that get to the heart of the matter instantly and ground your decisions. (P15)
- Identifying beliefs that no longer serve you -- and that you want to change, as well as those that serve you -- and that you want to nurture. (P19)
- Learning how to identify and navigate core beliefs driving relationship dynamics on your team. (P20-23)
- Creating more collaborative and life-giving relationships and teams. (P20-23)
- Identifying places of congruence and incongruence in your life, and how they’re contributing to that “off” feeling you just can’t put your finger on. (P25)
- Learning new models and tools to help you create intentional outcomes that align with your beliefs. (P26-28)
- Creating your reality more intentionally. (ALL)



“CRAFT. Authenticity.”

Authentic leadership takes an act of courage and vulnerability. It’s also the most compelling way to be in relationship with people. This module takes participants into what their own authenticity means to them, where they “give it away”, and how they can lean into it to make the leadership even more powerful and their lives more fulfilling.

Check out this module if you are “struggling with” or “hungry for”:

- Building confidence to step out as the true you. (ALL)
- Identifying areas of inauthenticity in your own life and leadership -- and taking action to shift them. (P6-8+)
- Using your authentic emotions for fuel and moving through stress more effectively and gracefully. (P11)
- Learning the balance of authenticity and impact in self-management. (P12)
- Identifying the things/people/beliefs you have that hold you back from being authentic. (P11-13)
- Determining the difference between fear and intuition and comfort zones. (P14-21)
- Unpacking the “smoke and mirrors” of authenticity - these are magical doorways to freedom. (P15-19)
- Identifying your comfort zones and moving forward. (P22-24)
- Using your values, vision, and intentions to live more authentically. (P27-28)
- Fleshing out the truth in stories and assumptions that impact the safety for authenticity. (P28)
- Learning how to move out of “stuck” and through challenging situations. (P28-29)



“CRAFT. Impact.”

Creating intentional impact and outcomes is what leadership is all about. This module helps participants get clear on what impact and outcomes they’d like to create and what they’ll have to do physically, emotionally, and mentally to create them. Setting intentions and being clear on outcomes is one of the quickest ways to increase your influence on helping things move from A to Z.

Check out this module if you are “struggling with” or “hungry for”:

- Having a “quick stop” inventory check to help you create intentional impact (through 4 easy questions!) (P2)
- Understanding the difference between impact and outcomes, how they tie into your “beliefs” and presence, and why they are so important to your peace and productivity. (P2,5,10-11)
- Understanding why intention can be life changing to your impact and influence. (P5-8)
- Learning how to get clear on the impact you want to have, and then making steps to create it. (P9-11)
- Determining and creating what types of emotional impact you want to have on people around you. (P11)
- Leveraging your “legacy impact” for optimal influence and focus in everything you do. (P16)
- Identifying your long-term outcomes for your career. (P17)
- Getting the most out of every phone call or meeting. (P17)
- Navigating tough conversations. (P18)
- Helping people feel the way you intend to have them feel due to your influence. (ALL)
- Have exponentially better meetings, projects and relationships. (ALL)
- Making what you want to have happen - happen. (ALL)



“CRAFT. Connection.”

Organizations spend millions and millions of dollars each year on engagement initiatives and doing things to increase connection, when really everything they need is within themselves and their teams. This module takes participants into the core qualities that must be present for connection, how to increase them, and how to create connection in as little as 30 seconds. This module will save you time, money, and energy while increasing your emotional intelligence, response-ability, and ability to connect...ten-fold.

Check out this module if you are “struggling with” or “hungry for”:

- Understanding how important connection actually is to you, your team, and your impact. (P6-11)
- Inspiring people around you by your very presence and the way you “see” them. (P12-14)
- Giving more effective compliments and acknowledgements. (P13)
- Learning how to navigate conflict and find an acknowledgement for someone even when you disagree. (P14-15)
- Finding the gifts in everyone, even your nemesis. *(P15)
- Improving the level of engagement in your relationships and organization - in an instant. (P16-17)
- Letting people around you know how much you truly care about them. (P16-17)
- Create a personal self-care routine. *(P17-19)
- Building a better relationship with yourself. *(P18-19)
- Learning why self-care is actually an act of grace and generosity, contributing to the impact you can have on others. (ALL)
- Building solid relationships with your partners and teams. (ALL)

*Bonus exercises are in the Craft Notes edition!



“CRAFT. Alignment.”

A module paired well with Craft Teams, this module takes alignment to a more advanced and deeper level. Focusing on individual alignment as well as team alignment, participants will learn different methods for finding the place of mutual respect, the win-win-win, and when not aligned - how to be misaligned gracefully and productively.

Check out this module if you are “struggling with” or “hungry for”:

- Identifying what exactly is getting in the way of alignment and results. (P2)
- Understanding the nuances and different types of alignment in order to navigate more quickly. (P5)
- Moving out of “stuckness”. (P7)
- Understanding why alignment is so important, and why internal alignment lays the foundation for stronger leadership. (P6-8)
- Identifying those things that are not working for you or that are out of alignment, yet you can’t quite put your finger on them. (P8-12)
- Creating criteria and boundaries to help you move through conflict and confusion more quickly (and avoid it in the first place). (P10-11)
- Eliminating tolerations that are slowing you down in creating peace and productivity. (P12)
- Creating “crisp” goals and “clean” leadership to minimize stress and ensure you’re on the right path. (P13)
- Being able to be “passionately detached” to an outcome in order to find a solution. (P14)
- Learning how to move through decisions and actions with more discernment. (P15-16)
- Being able to get out of your own way when it comes to conflict. (P17)
- Finding alignment between two people (or more through systems work. (P17)
- Revealing places of misalignment that may be hindering your trust and credibility factor. (ALL)



“CRAFT. Feedback.”

Hands down one of the trickiest skills to learn in leadership, yet it is essential. Giving and receiving effective and productive feedback is an art...on both sides. This module leads participants through the ins and outs of feedback including the beliefs about feedback that get in the way, the most commonly missed components of feedback, and a feedback model that can be used in any situation without negative judgment, in service of, and in a way that makes both people walk away “bigger”.

Check out this module if you are “struggling with” or “hungry for”:

- Understanding why feedback is so scary, and identifying some of the beliefs that get in your way. (P2,6,9-12)
- Unpacking your relationship with feedback. (P9-12)
- Appreciating feedback as a gift. (P13,18)
- Inspiring productive meaningful action in your peers, direct reports, and business leads via solid feedback. (ALL)
- Understanding why even if you do feedback well, it might not work. (P13)
- Identifying where you sabotage feedback efforts, and your own trust and credibility, through negative feedback behaviors. (P13-15)
- Intentionally creating more optimized space for feedback and connection. (P14,19-21)
- Identifying, and addressing, the greatest mistakes people make in giving and receiving feedback. (P14-15)
- Creating effective criteria for giving/receiving feedback. (P18)
- Co-designing next steps for action with your feedback giver/receiver. (P19-21)
- Learning new models and approaches to give the most effective feedback in service of a person, team or organization. (P19-23)
- Understanding why giving the most difficult feedback, in the right way, creates the greatest trust. (P23-27)
- Getting into serious action on feedback (go for mastery!) (P29-35)
- Giving excellent, thoughtful, productive, compassionate, service oriented feedback - that lands. (ALL)
- Making your mindset and presence work for you in giving or receiving feedback. (ALL)
- Demystifying, and even embracing, feedback while relating to it in a non-threatening, non-intimidating manner. (ALL)



“CRAFT. Teams that Lead.”

Crafting a team that leads will save you time, energy, drama, and finances while bringing you joy, collaboration, and more effective customer care, results, and design. This module takes individuals (and their teams if they wish) through the process of teaming; what has to be in place, how to create alignment, and how to navigate conflict and diverging visions. With a combination of individual and team experiences, regardless the team (at work or at home), every team can create greater clarity, alignment, ownership, and impact with these principles.

Check out this module if you are “struggling with” or “hungry for”:

- Identifying the energetic leaks and financial and emotional costs of your team’s current dynamics. (P6-10)
- Creating your dream team (it might even be the one you currently have - with more intention!) (P13-14)
- Understanding how you are the leader of your team, no matter your role. It starts with you. (P15-17)
- Learning the power of being “in relationship with” your team to get “underneath” what’s up. (P16-17)
- Optimizing your team’s resources for time, talent, energy, creativity, and money. (P18-29)
- Creating a highly functioning team that operates from strengths and leverage. (P18-29)
- Creating a team vision, a team “why”, and a mindset of being “in service of”, in order to create impact. (P18-19)
- Identifying guiding principles and values of the team in order to guide core decisions and agreements. (P20)
- Honoring differences and owning the strengths of the individuals on the team, collectively. (P21-22)
- Learning and applying the art of “self-management” in teaming. (P23)
- Using the energy of your team, both internally and externally, to get your team humming. (P24-25)
- Creating agreements and structures that will actually support you as a team and help you “stay in front of it”. (P26)
- Turning your biggest complaints into productive requests. (P27)
- Leading exponentially better meetings. (P28)
- Learning how to cut the junk and just name it. (Magic beans!) (P29)
- Understanding the different phases of teaming and how they maybe showing up in your life. (P30)
- Creating more of what you want, and less of what you don’t want. (P30)
- Doing a “do-over” and getting back “in front of it” when the going gets tough or you’ve made a mess. (P31)
- Navigating conflicting and creating reciprocity with your team and relationships. (P30-33)
- Learning the 3 levels of reciprocity you must step into to be the best team member possible AND take care of yourself. (P32-33)
- Honing in on the 8 questions that create optimal team dynamics and results. (P34)
- Serving yourself, and your team, through one magical bonus question. (P34)
- Learning more resources for teaming and positive relating. (P37)
- Creating a team that leads by collaboration and honor instead of competition. (ALL)
- Identifying what “teaming” really means to you and how you want to show up in it. (ALL)