SET YOUR GOALS

Before You Begin

Ego-driven behaviors are the #1 source of drama in workplaces today — and it's costing organizations billions annually. The philosophy of "perfecting the environment" to create engagement just feeds the ego and generates enormous emotional waste.

It's time for a modern leadership philosophy with simple tools to eliminate drama, deliver up employees who say yes to what's next, and cultivate accountability — not engagement — to drive big results. Before you devour the pages of No Ego, set some personal goals.

SET YOUR GOALS

GOALS	WILLINGNESS	LIMITING BELIEFS	HELP
What are you trying to create as a result of reading No Ego? What outcomes do you desire — at work, and at home?	What are you willing to do to get the outcomes you're hoping for?	What do you fear that's getting in the way of action? What ego stories fuel that fear — and can you prove they're true?	What's your plan to source the resources you need to achieve your goals?

INTRODUCTION Shut the Conventional Door

NO EGO CORE BELIEF

"Professionals give others the benefit of the doubt — they assume noble intent."

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Who can you call up to greatness?

Who in your life — work and personal — can you begin giving the benefit of the doubt? How will you do this?

What can closing your open door do for your results at work? How will you approach this with loving (not harsh) intent?

DEEPER REFLECTION

Write down a reality you're currently experiencing, or a decision that's just been made. On a sheet of paper write, "and this means that..." then list what it means. Look at your list and ask: Do I know this to be true? Can I impact it in a positive way? How might I be wrong? How does this kind of thinking keep me stuck?

EMOTIONAL WASTE CONSERVED this day / week / month _____

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CHAPTER ONE Drama and the Data

NO EGO CORE BELIEF

"Suffering is optional, and usually self-imposed."

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What is the ego, and how is it different from confidence?

What three actions should you keep doing confidently? What three behaviors do you recognize as ego that are contributing to drama — and how much time is that wasting?

Research shows 2.5 hours per employee per day lost to drama. What behaviors have you witnessed in your organization, and what is it costing you?

What leadership or training programs have you tried that hit the ego head-on? What would you change next time to generate better results?

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CHAPTER TWO Ego Versus Reality

NO EGO CORE BELIEF

"Venting is the ego's way of avoiding self-reflection. Accountability is death to the ego."

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Be honest — how long is your typical venting session?

What are most people venting about? Why isn't venting healthy?

Through what actions do people grow in accountability? Describe how you'll use them.

Do you empathize or sympathize with your employees? Write one way you can deliver upcoming news with empathy instead of sympathy.

DEEPER REFLECTION

Listen to the ego narrator in your head and capture a day's worth of thoughts on paper. What themes do you see? Examine thoughts that express certainty about the future or are rooted in the past. How many can you prove true? What actions have you taken that impeded success or a relationship because you believed the thoughts — and how will you check them for accuracy?

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CHAPTER THREE A New Role for the Leader

NO EGO CORE BELIEF

"Great leaders make reality conscious and visible, so action can be intentional, not accidental."

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What are the five new roles / mindsets of a leader?

Of the five, which is your biggest opportunity for growth? What are three ways you'll work to deliver up this new mindset?

TOOLS FOR THE NEW LEADERSHIP ROLE

Questions for Self-Reflection · Assignments for Self-Reflection · SBAR · Negative Brainstorming · Thinking Inside the Box · Editing Your Story

DEEPER REFLECTION

In what areas of your life or work are No Ego moments the scariest? How could these moments be telling you where you need to grow next?

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CHAPTER FOUR Broken Engagement

NO EGO CORE BELIEF

"Engagement without accountability creates entitlement."

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What three flaws exist in engagement survey and planning logic today? What flaws have you seen in your own engagement surveys?

Give examples of times the goal of engagement created an entitlement spiral. What were the results?

What can you do today in your teams to amplify the feedback from your high accountables and turn down the volume from your low accountables?

What circumstances in your team environment will you stop perfecting today? What's your plan to get your team stepping up to succeed in their current reality?

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CHAPTER FIVE The Happy Marriage of Accountability & Engagement

NO EGO CORE BELIEF

"Your happiness isn't correlated to your circumstances, but to the amount of accountability you take for them."

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What are the five ways to reap the great harvest of accountability?

Which of these actions could be most impactful to your team climate today? What's your plan for using it, and what will success look like?

How have you seen business results negatively impacted in the pursuit to perfect circumstances and engage employees?

In the next six months, what could you recapture – financially and in productivity – by focusing on the expertise of high-accountable team members?

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CHAPTER SIX Understanding Accountability

NO EGO CORE BELIEF

"Self-reflection is the ultimate ego-bypass tool — and the core driver of accountability."

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What are the four factors of accountability? Which factor do people typically jump to when they try to "hold people accountable"?

What are the five phases of accountability development? How can you start to cultivate accountability in your team?

Talk about a time you protected someone from experiencing their own results and consequences. What growth opportunity did they lose?

By issuing up more challenges to build accountability, imagine what could be achieved at work. Write it below.

What area will you grow in next to better cultivate accountability in others?

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CHAPTER SEVEN Change Management Is So 20th Century

NO EGO CORE BELIEF

“Attachment is the source of suffering. Get fluent in the new, but not attached.”

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What are the four myths of change management?

What change myths have you believed? Reflecting now, how have they stalled progress?

How will you change your approach to communicating news to your team to put this myth to rest?

DEEPER REFLECTION

Think of a recent major change in your work or life. If we assume the universe is kind, how might this situation be benefiting you, or serving your highest good? Think back to a time you were certain an event was "world-ending" that you now call "the best thing that ever happened." How could this change serve the same outcome?

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CHAPTER EIGHT Business Readiness

NO EGO CORE BELIEF

“Change is only hard for the unready.”

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At what stage of the business readiness pyramid have you been focusing your change-management efforts?

Describe your plan to activate the willing and call them up through each stage of the readiness pyramid.

Where could you see yourself getting hung up on the pyramid? What resources can you ask for help with mastering this skill?

How will you work with individuals who desire to “drive without a license”?

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CHAPTER NINE Buy-In

NO EGO CORE BELIEF

“Personal preference can't trump business potential.”

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How much time per day do you spend trying to get buy-in?

How many of these individuals do you honestly believe will never be “bought in”? What's your plan to transition those who've chosen permanent resistance?

Describe three ways individual preference is trumping organizational potential on your team.

List three ways you'll direct people to potential and stop making exceptions for preference.

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CONCLUSION Self-Reflection

NO EGO CORE BELIEF

"From a neutral place, you add real value by focusing on improving yourself — not your circumstances."

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Reflect on your original goals: What have you accomplished? How have you changed your approach? What has your team accomplished?

How many minutes per day or week do you think you've recaptured and returned to innovation, creativity, teamwork, and the bottom line?

After reading this book, what three actions are you committing to? What is your team committing to? What's changed in how you assess willingness and commitment?

How has the feedback you've sourced from others proven helpful?

What are your remaining "broken record" messages from your ego narrator? Are they true? How will you check your ego narrative for accuracy?

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LIVE IT Beyond Your Ego

Who is successful in an area you want to accomplish? What actions do they take?

How will you live the No Ego philosophy – in your life, and in your work?

What is your plan to activate your resiliency and live beyond your ego?

What's the best No Ego tip you've learned and would share with others? Who are you going to share it with?

SHARE YOUR STORY

Tell us how No Ego, and the tools to help you live beyond your ego, have improved your life and the lives of your friends, family, and work teams. We'd love to hear from you on our social channels.

#NoEgoBook · @leadwithRBL · Facebook · LinkedIn · X · YouTube · Instagram

READ MORE OF OUR BOOKS

How We Could: The Framework to Lead Without Drama, Build Alignment, and Call Teams to Greatness

Reality-Based Leadership: Ditch the Drama, Restore Sanity to the Workplace, and Turn Excuses into Results

The Reality-Based Rules of the Workplace: Know What Boosts Your Value, Kills Your Chances, and Will Make You Happier

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