Celebrating the Everyday Hero

Presented to
CASA: California Association of Sanitation Agencies

The Iron Jen
WHY WE'RE HERE TODAY

Most of us tend to think that our strength comes in the moment where it is needed. But actually, it comes in the moments that led up to the "big moment" - where you make the choice to invest in the training and the practice - over and over - with intention. So that when the moment happens you’re ready.

Many heroes like first responders and front-line people have a common weakness - taking care of others at the expense of themselves. It’s often hard to do the self-work required to make others a priority. And yet we all know that a car without gas will not get you anywhere.

So let’s see if we can get you filled back up.

I’m here today to help identify some tips that will reduce stress, calm some of the chaos that may be surrounding your work and home lives, and in the process help us build a resilient mindset so that we can not only become strengthened ourselves but also so we can help strengthen our organizations, our team members, our communities and our loved ones that surround us.

The difference between fear and excitement lies within my choice to ________________ or not __________________

"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles."

— Christopher Reeves
THE FIRST STEP: BREATHE

If you do nothing else during times of crisis, chaos and stress remembering to just focus on that first step of breathing will do you wonders. So often when in times of crisis we forget to breathe.

Call out Challenge: Start everyday with 1-2 minutes of focused deep breaths.

Simple and Easy Breathing Exercise: Box Breathing

- Close your eyes and inhale for a count of four.
- Hold your breath for a count of four.
- Exhale for a count of four.
- Hold for a count of four.
- Repeat.

"Fear is excitement without the breath."
— Gay Hendricks
WHAT'S YOUR MISSION?

What is my personal mission statement?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Suggestions on Creating a Personal Mission Statement

Note: The length of a personal mission statement should be just one or two sentences long, be clear and be easy to understand (clear versus complex).

9 Questions to Help Identify Your Mission Statement:

1. At the end of my career, what do I want to be known for?
2. At the end of my life, what do I want to be known for by those whose opinion I most value?
3. If you could get a message across to a large group of people. Who would those people be? What would your message be?
4. What are my strengths?
5. What are my skills and abilities?
6. What attributes do I hold most dear (e.g., faith, integrity, loyalty, hard work, etc)?
7. What is the most important thing(s) I value in life?
8. What am I passionate about?
9. Where do I want to go?

NOTE: Your answer may involve a spiritual, mental, physical, or career related destination.
Examples of Personal Mission Statements:

“To make people happy”
–Walt Disney

“To be a teacher. And to be known for inspiring my students to be more than they thought they could be.”
— Oprah Winfrey

“To have fun in my journey through life and learn from my mistakes.”
— Sir Richard Branson, founder of the Virgin Group

“To use my gifts of intelligence, charisma, and serial optimism to cultivate the self-worth and net-worth of women around the world.”
— Amanda Steinberg, founder of DailyWorth

“To do well by doing good while supporting and elevating those around me.”
–Scott Shuda, Chairman of Infusystem, Inc.

“Not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style.”
— Maya Angelou

“I shall not fear anyone on Earth. I shall fear only God. I shall not bear ill will toward anyone. I shall not submit to injustice from anyone. I shall conquer untruth by truth. And in resisting untruth, I shall put up with all suffering.”
–Mahatma Gandhi

Call Out Challenge: Post your personal mission statement in a place where it can be seen every day (i.e. bathroom mirror, post it note on computer, etc.) and read it OUT loud on a daily basis.

Call out Feedback Challenge: Send out the following message to your closest colleagues and to those whose opinion you hold most dear every 1-5 years to give you feedback on whether or not your mission is having the desired impact you want:

"Can you help me out? I am on a mission to discover what my impact is. Would you please help me by answering the following as honestly as you can:

• What do you consider my top 1-3 my strengths to be?
• In less than 10 words, what is the result of knowing me?
• Through my actions and words, what would you consider I value most?"
ORGANIZATIONAL MISSION

What is the Mission Statement of our Organization?

How often and how do we regularly share our mission statement and the impact our organization has made with:

- Team Members
- Community Members

Call out Challenge

Identify 1 measurable action step you are willing to take in the next 30 days as it relates to sharing your organization’s mission with team members and/or community members on a regular basis.

Identify ways to measure feedback on a regular basis to see if your desired outcomes are being achieved or not.

"Alone we can do so little; together we can do so much."

— Helen Keller
Who are my true blues (i.e. who would you reach out to at 2am if/when an emergency strikes)?

How do I show or how do I aspire to love, respect, gratitude, and/or honor to my true blues?

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Call out: Challenge: Schedule your true blues into your calendar on a regular basis. Be specific on how and when you will reach out (in person, email, text, phone, video, etc.). Most importantly, keep your true blues a priority.

Call out: REMINDER: Where we spend our time, energies, and money will be the most telling sign of what or who we value most.

"Yesterday’s super hero didn’t stop to ask for directions and felt that asking for help was a sign of weakness. Today’s hero knows that asking for help just might be the strongest thing you ever do."

— Jen McDonough
"Outstanding people have one thing in common: An absolute sense of mission."

— Zig Ziglar
In her roles as a motivational storyteller and engaging Amazon Top 100 author, Jen McDonough (aka The Iron Jen) works with high-stress, high-demand, and service-oriented organizations to cultivate resilient team members who can walk through any fire.

Jen and her family are most known for paying off over $212,000 worth of debt and medical expenses in four years. Their story has been featured in local, national, and international media.

She is also an 8-time national weightlifter, 2-time US Olympic Festival medal winner, and Minnesota Hall of Fame inductee as well as an Ironman triathlete and former volunteer firefighter.

All three of Jen's books have hit Amazon's Top 100 categories including her book *5 Minutes a Day to Living Beyond Rich* which hit #1 under Amazon's budgeting category.

When Jen is not presenting keynotes, workshop sessions, and seminars around the country to high-stress groups ways to strengthen leaders from within through resilience, she enjoys spending time with her four awesome kids, one handsome husband, and three naughty dogs in Lindstrom, MN. To find out more about Jen, please visit her website at www.TheIronJen.com.