



Lemons to Lemonade: Stay **Motivated** and **Retool** During the Crisis



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Project
Management
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Your Presenter



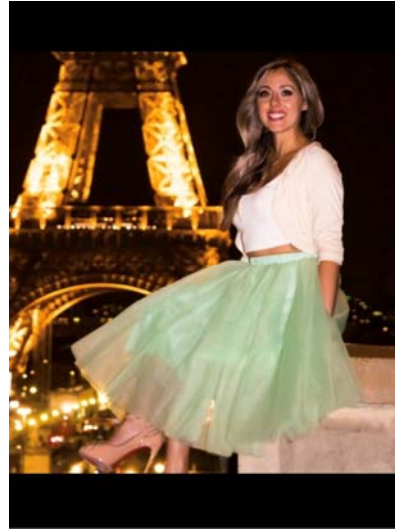
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Webinar Objectives



- Provide techniques to help keep you motivated during this crisis
- Give you ideas on how to retool your skill set

How Do You **Wake Up** in the Morning?



We Are In **Unprecedented** Times

Can't Travel

Can't go anywhere (gym, mall, restaurants)

Must Practice Social Distancing

Job Situation Is Unclear

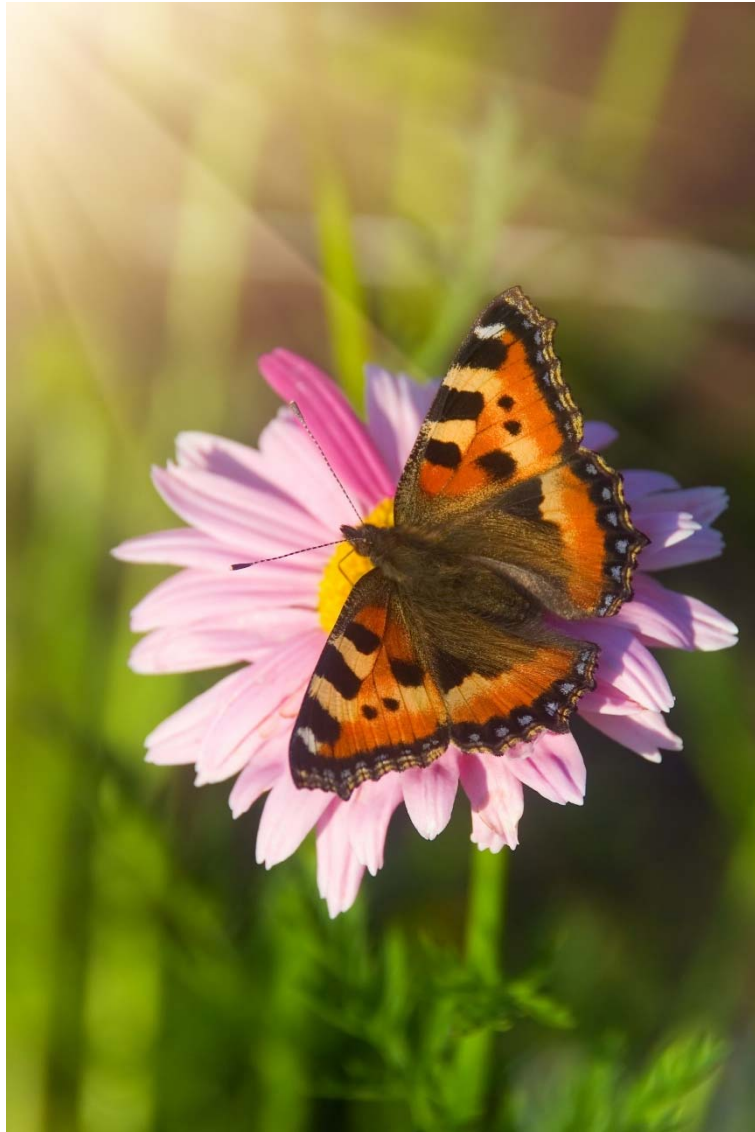
**Complete
Economic
Reversal**

Lives are put on hold

Motivation Must Be Intrinsic



We Must All Find Our Inner Strength



Do Not Associate Your
Self-Worth with What
May or May Not
Happen in the Next Few
Weeks

Nothing has changed with regard
to YOU...

Only the circumstances

In Other Words...

Do NOT Blame Yourself

Don't Shatter Your
Confidence

Don't second guess yourself

When We Think We're
Falling Apart...

We're Really **Falling
Together**

We WILL Get Through This

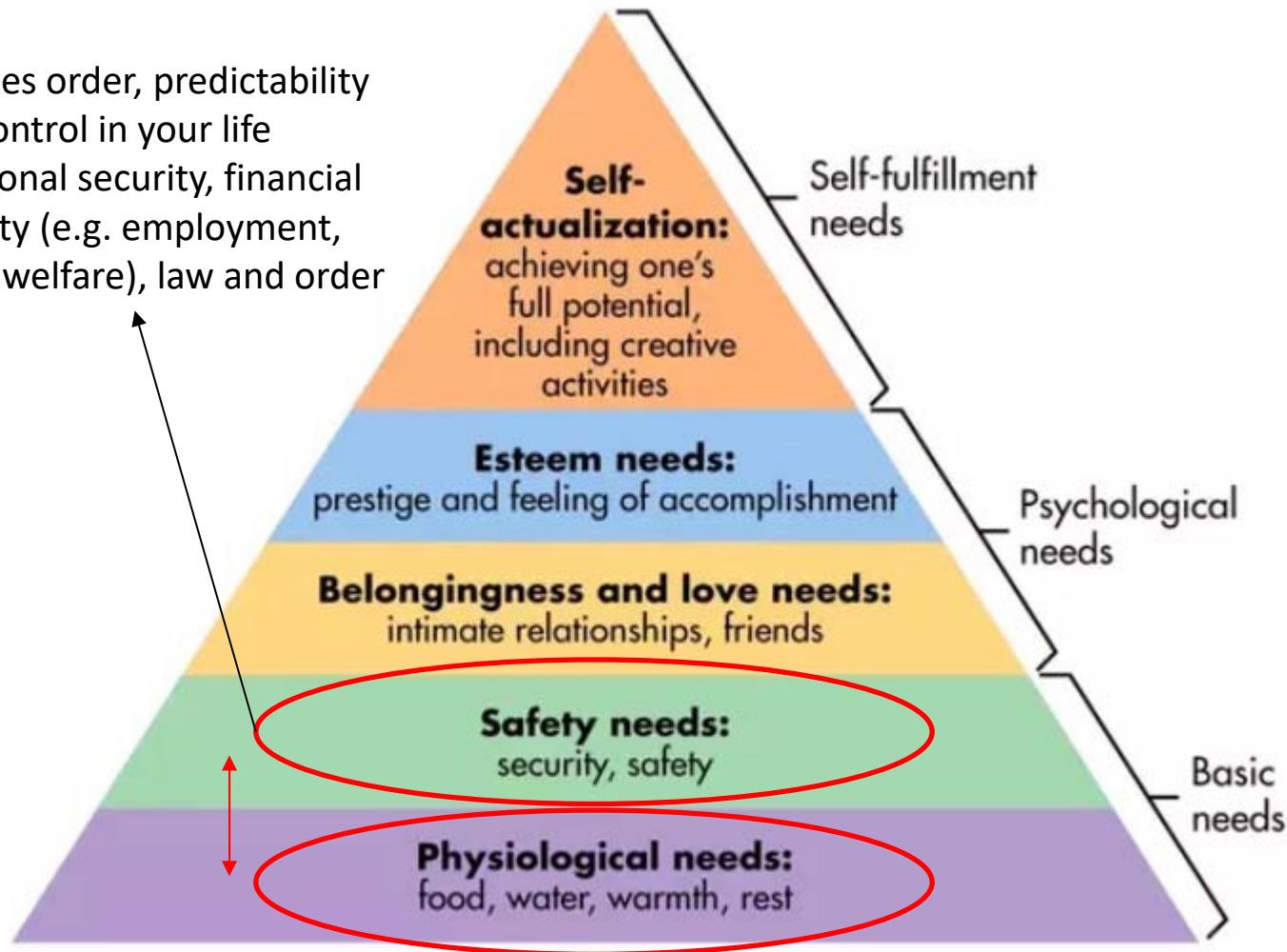


Let's Do An Assessment of where we are in terms of motivation

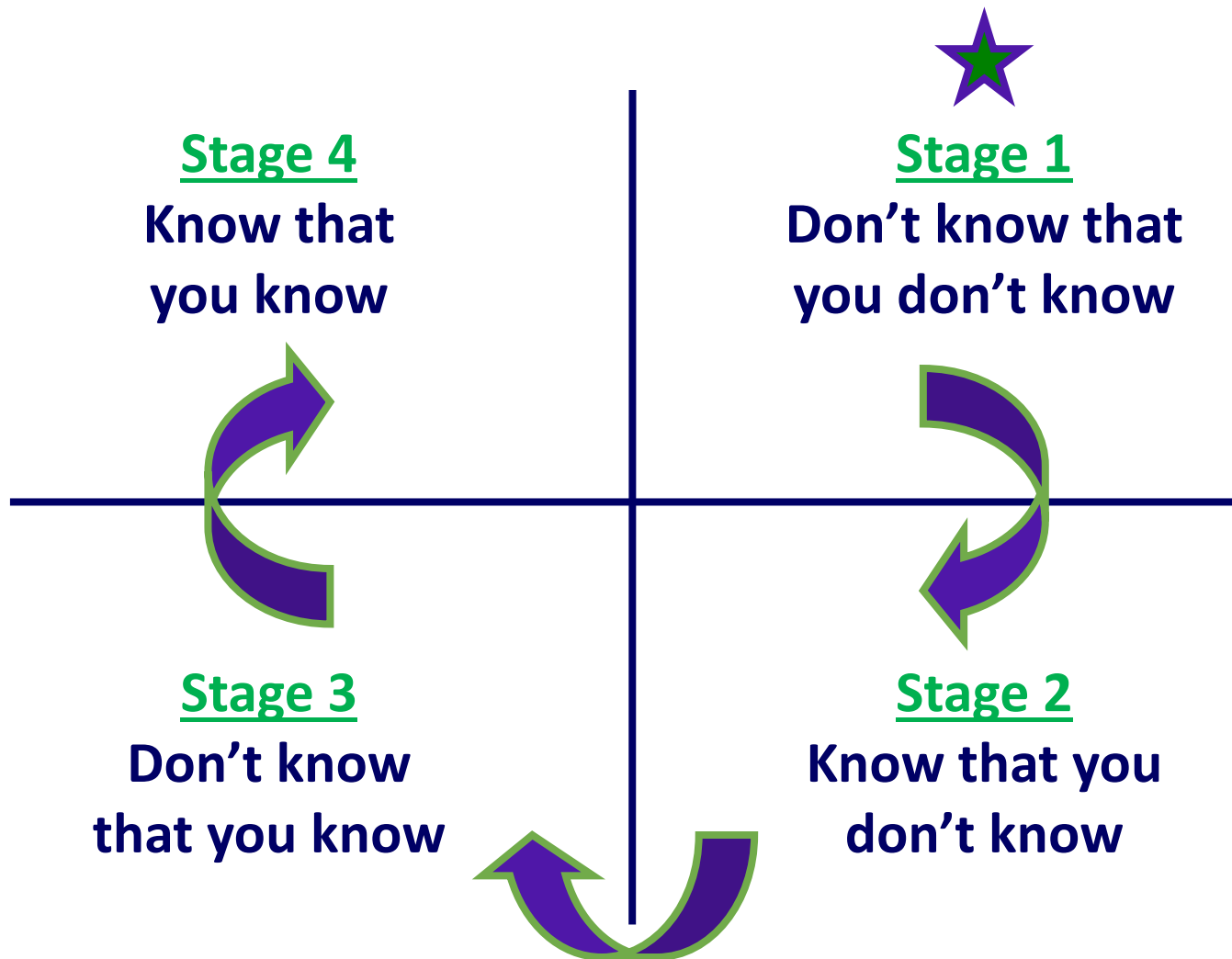


We're All Familiar with Maslow's Hierarchy

- Includes order, predictability and control in your life
- Emotional security, financial security (e.g. employment, social welfare), law and order



The Learning Model and Motivation



What Can We **Do** to Stay **Motivated**?



We Must Stay Positive

To Stay Positive, You Must Think Positively

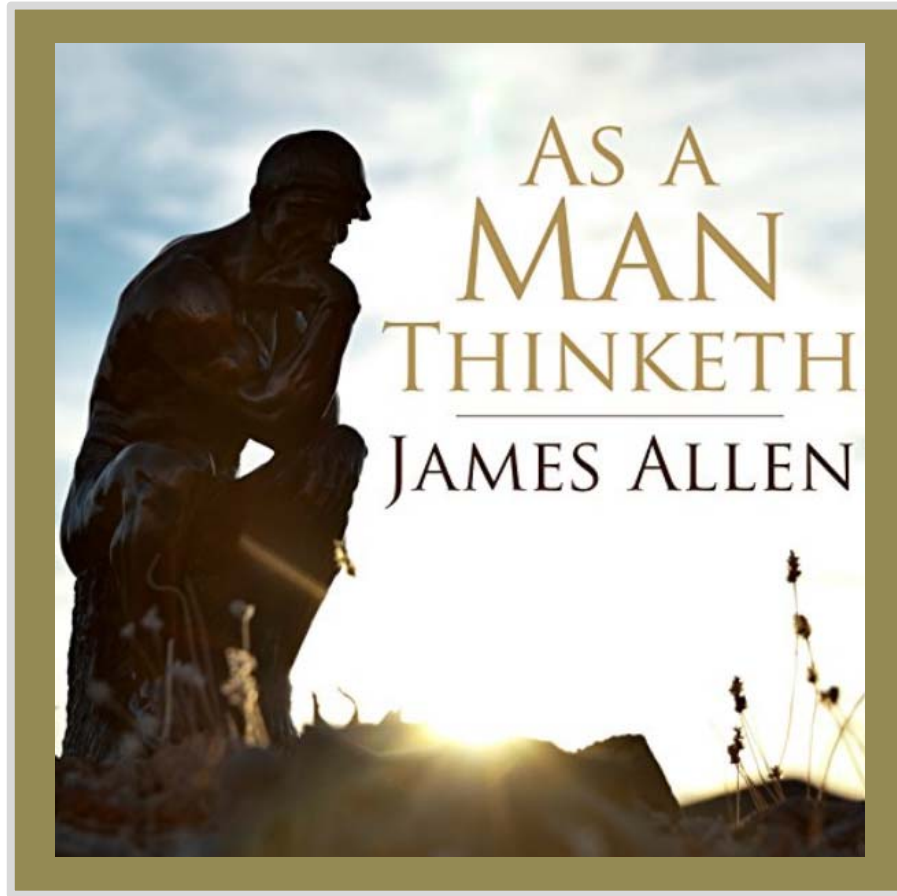
Duh!



Our natural disposition is to wait for the axe to fall

Do the next right thing and Stay Positive!

Good Book



- All time classic
- Written in 1903
- Widely considered the greatest self-help book of all time
- Reveals how **our thoughts** determine our character, circumstances, health, appearance, and achievements.

The choice is yours: Either **master your mind** to create the life you want, or remain mired in frustration and failure.

Your Brain on Dopamine: The Science of Motivation

How to Spike Your Dopamine to Increase Motivation

1. **Record small accomplishments.** A digital done list reinforces how you're chipping away at your goals.
2. **Share results with your team (or someone).** Others will recognize your work, resulting in more positive feedback. Praising and recognizing the work of your colleagues can also increase your dopamine.
3. **Stay on task with micro-deadlines.** Staying entirely focused on one task at a time will force you to sit down and get work done.
4. **Focus on how great you'll feel when your task is complete.**
5. **Test out new productivity tools to make overwhelming tasks more doable.** Lots of tools out there.

Great Article



April 9, 2019 by Kevan Lee



Here's How I Do It



Old fashioned, but it works!

Your Brain on Dopamine: The Science of Motivation

Physical Tips to Trick Your Brain

1. **Boost your diet with dopamine-filled foods.** Eat foods with natural probiotics, like yogurt and sauerkraut, and natural glucose, which occurs in raw fruits and nuts.
2. **Take a 10-minute nap.** Research shows that 10 minutes is the optimal length.
3. **Make a right brain/left brain switch.** Anecdotal evidence shows that being able to flex both muscles — creative and analytical — can make you a more well-rounded worker. Take time to move between Excel and a creative brainstorming session.
4. **Get moving at midday.** Even a 20-minute walk will yield positive results. And if you opt for a short, high-intensity workout, it can propel your dopamine to new heights.

Great Article



April 9, 2019 by Kevan Lee

Sudlvh

Vdihw|

Dffrp solvkp hqw

K hœ lq j # \$ h r s d h

O h d u q l q j

What **Motivates** You?

U h f r j q l w l r q

D f k l h y h p h q w

V h f x u l w |

E h l q j # \$ d u w # r i #
V r p h w k l q j

We Do Stuff Because It Makes Us Feel Good

Limit News Intake

Stay Informed but stop the insanity ...

- Realize that news stations (all of them) are feeding on the crisis
- It increases ratings which translates to \$
- The media tends to focus on the negative
- Pick a news station and watch it regularly BUT not all day

Protect Your Mental Well Being



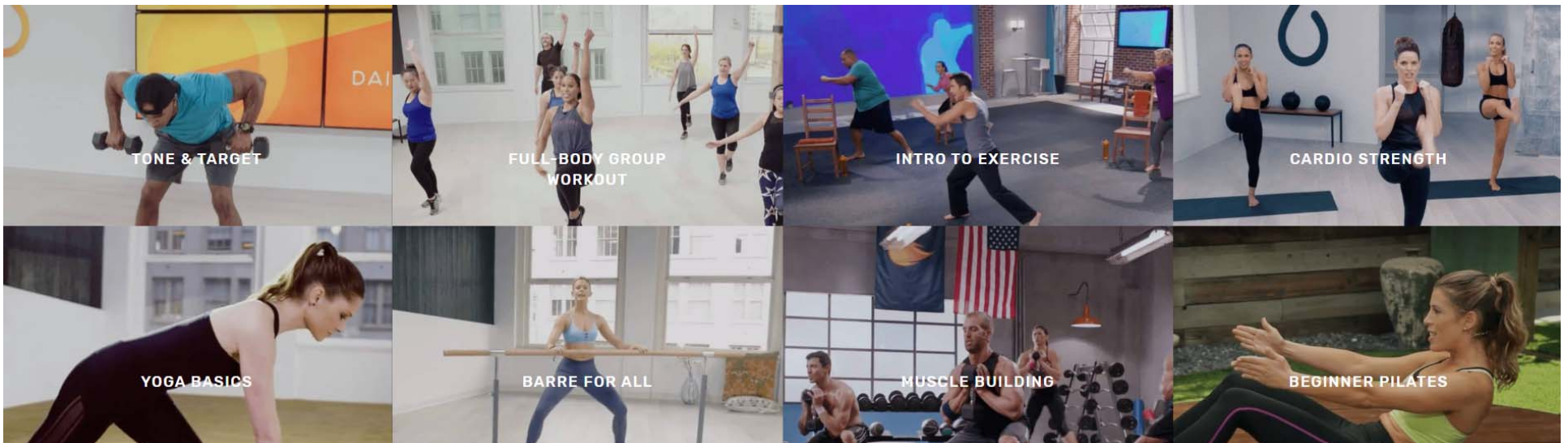
Exercise

Be Honest...

How Many of You Have Been Exercising While Cooped Up at Home?

- There are tons of online workout sites
- Some are free, and some have free trials
- Google online workouts during corona crisis

Exercising helps you **feel better** and **stay motivated!**



Record Your Ideas

Figure out **how** to do that

Record the idea at the moment it occurs to you or risk forgetting

I send myself an email with subject line “Idea”

Be consistent



Take Advantage of Offers

- Government
- Mortgage company
- Credit card companies
- Other creditors



Create a Website

Why Not?

- There are lots of tools that make it easy
 - Learn a new skill
- Doesn't cost much money
- Unleashes a creative process
- Google 2020's Best Website Builders



Get Organized

- Clean Your Workspace
- Clean a Closet
- Clean Anything

**Gives you a
sense of control**



Give Back and Get Involved

- Volunteer for a professional group – PMI South Florida Chapter (hint, hint)
- Mentor somebody
- Start a group – doesn't have to be work related



Take Think Time



You're Smart

Use Your Brain

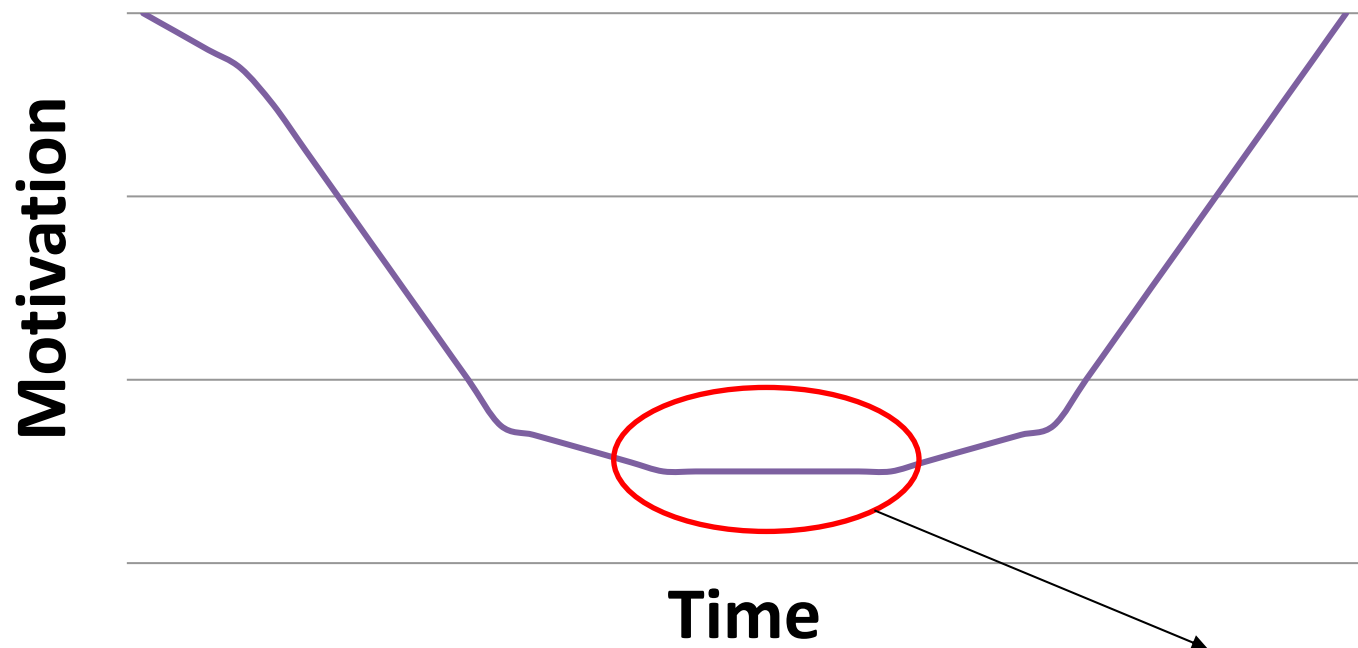
Take Time to Think

Avoid Reacting



Understand Changing Energy Levels

When do you need a bump?



**What can we do
here to boost
energy?**

Keep a Check on Your Feelings and Emotions



Keep Up with Your Emotions



	Excited	Tender	Scared	Angry	Sad	Happy
Mon						
Tue						
Wed						
Thu						
Fri						
Sat						
Sun						

Read a Book

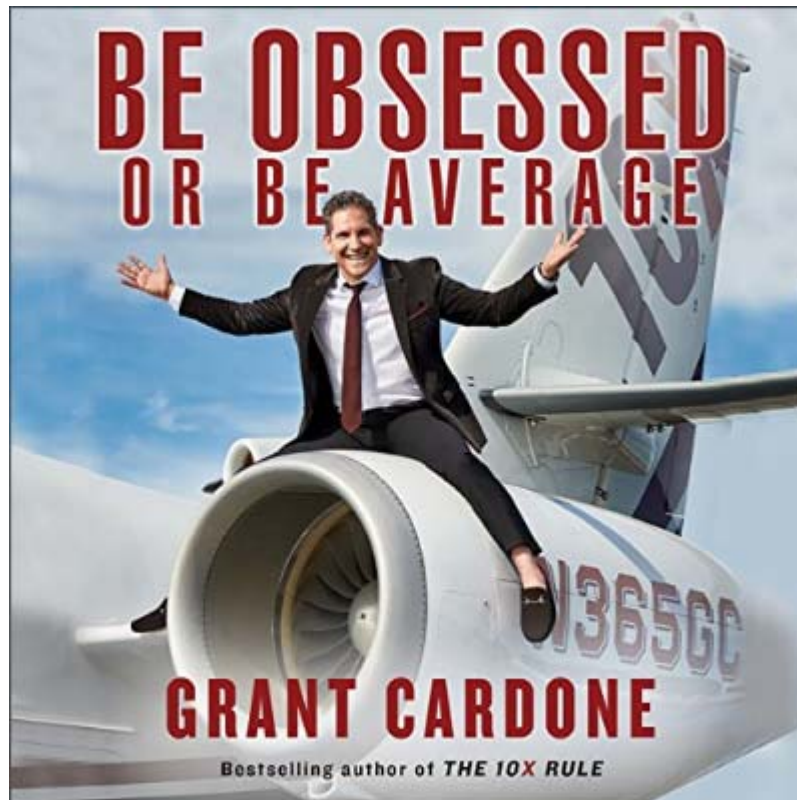
Why Not?

Take advantage of 2-month Kindle unlimited free trial

Pick a book that will **motivate** you or something you want to **learn about**

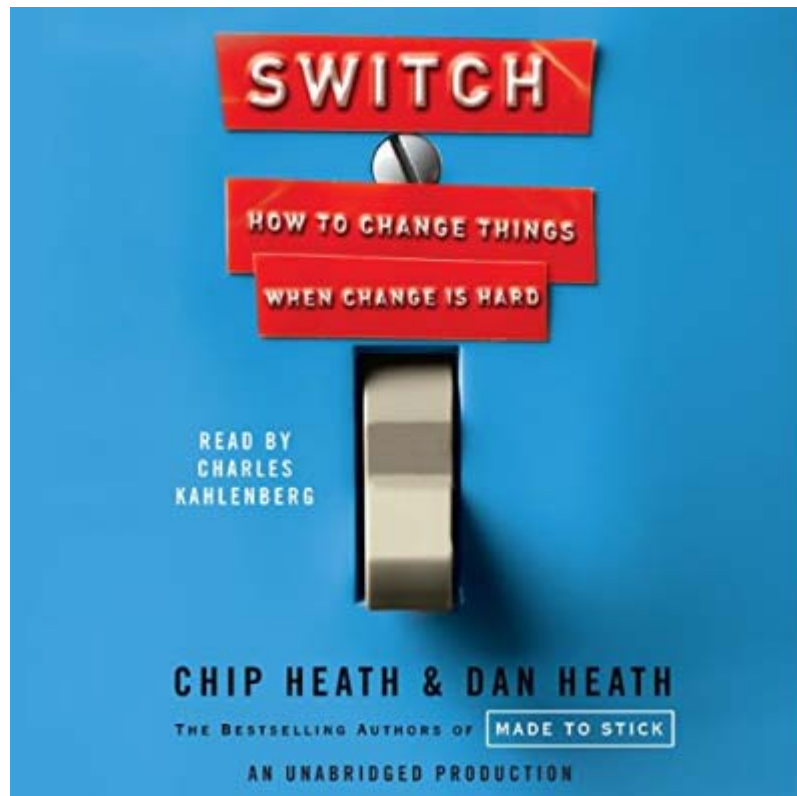
You could even **write a book** if you are compelled

Good Book



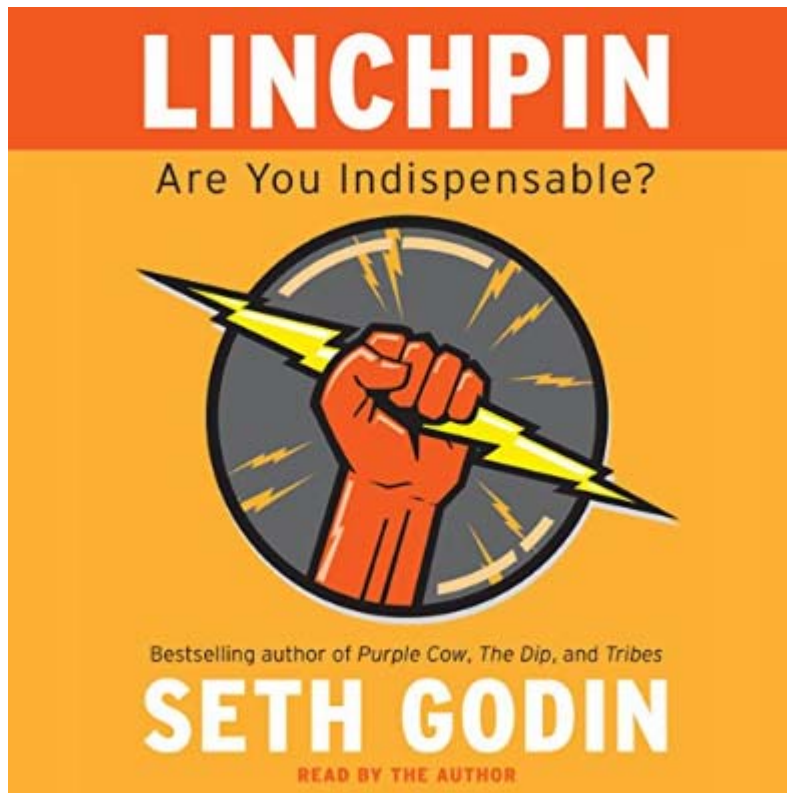
- There is no one thing in life that you should be obsessed about. Be obsessed with EVERYTHING! Be OBSESSED with being an incredible son/daughter/mother/father/brother/sister/friend/etc.
- Be OBSESSED with being a rockstar entrepreneur, salesman, or whatever your career path might be.

Good Book



- The primary obstacle is a conflict that's built into our brains.
- Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind - that compete for control.
- This book shows how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results

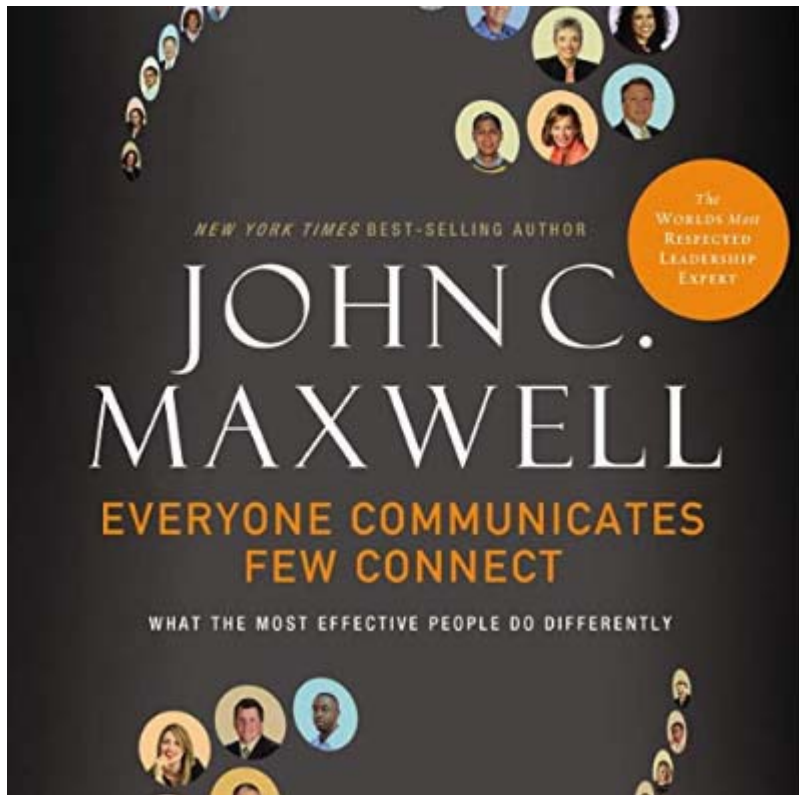
Good Book



"The only way to get what you're worth is to stand out, to exert emotional labor, to be seen as indispensable, and to produce interactions that organizations and people care deeply about."

Emotional labor is the process of managing feelings and expressions to fulfill the emotional requirements of a job.

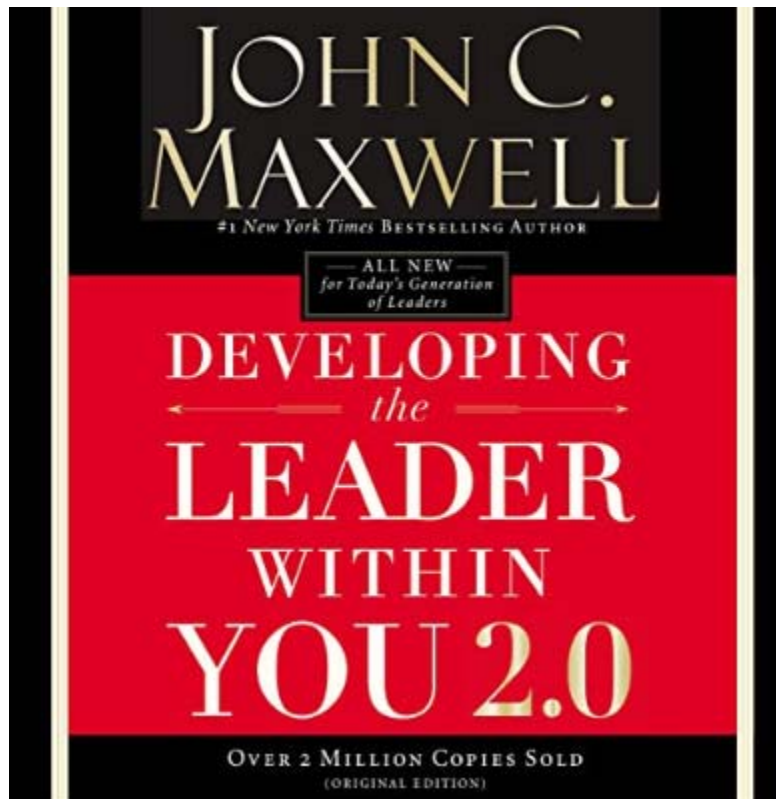
Good Book



If you want to be an effective leader, you must learn how to connect with people.

While it may seem that some folks are born with a commanding presence that draws people in, the fact is anyone can learn to communicate in ways that consistently build powerful connections.

Good Book



By examining the differences between leadership styles, Maxwell outlines principles for inspiring, motivating, and influencing others from any type of leadership position

How To Retool



Grab the Bathroom



“Opportunity does not knock once...opportunity knocks all the time. We don't always recognize the sound.”

Patricia Fripp
Hall of Fame Speaker

Examine Your Career

Review a chronological list of your career including what you did in college

- Is there anything that can be repositioned?

Example:

I started my career as an actuary

How do I position those skills?

Well, actuarial science is all about risk analysis

How can I position that?

I also worked as a product manager

Can I combine the two?

What Are You Good At?

What Would You **Like To Be Good At**?

What Are You **Passionate** About?

- Photography
- Cooking
- Writing
- Blogging
- Ad Copy – why not?
- Teaching
- Speaking
- Research

How Can Your Project Management Skills Be Used In Other Areas?

Examine What's Important to You

- Look at your entire life - social, career, financial, spiritual, health, and family. How balanced is it?
- How balanced do you want it to be?
- What areas need work?
- How would you define a "10" in each area?
- What do you like to do? What hobbies do you have?
- Also examine what you don't like

How Important?
Work life balance
Being passionate
Money
Working remotely

Have a Brainstorming Session with Yourself



Figure Out Your Personal Brand

Even if you have to hire someone

What is a personal brand?

What differentiates you from the competition?

Create a personal branding message

A personal brand allows you to self manage your life without depending on others

Examples of Personal Brand Statements

“I help individuals reassess their life choices to discover their true paths to success.”

“I develop sustainable business models and marketing strategies to fuel small business growth.”

“Empowering ridiculously good marketing.”

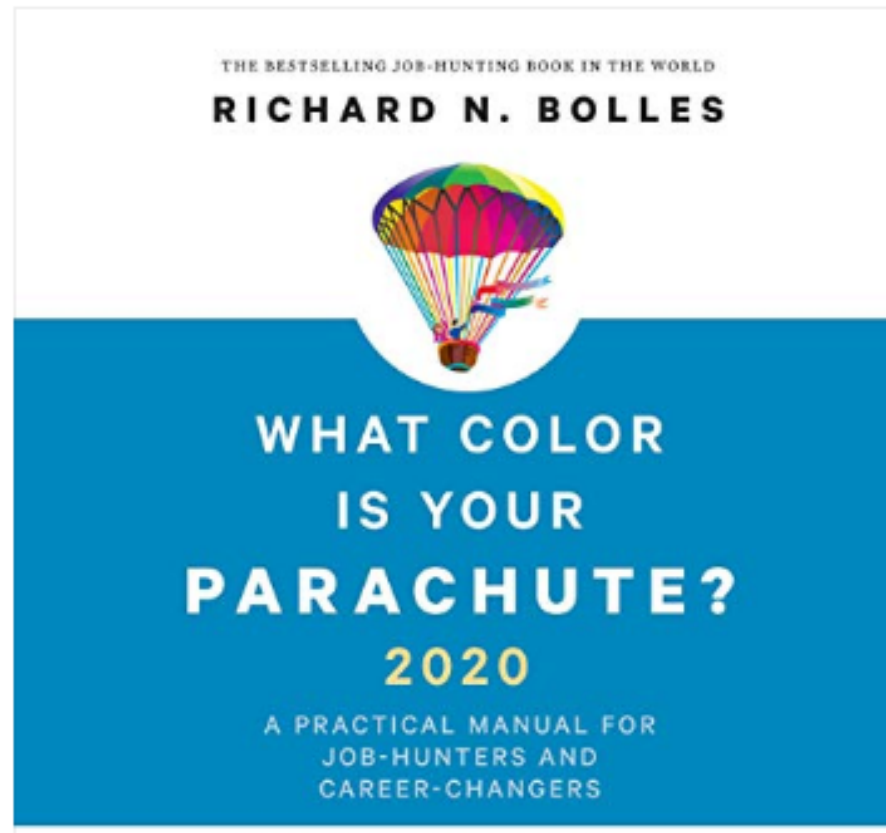
Great Article

The Price of Bananas: Are You Worth It?



Darn Right You Are!

Good Book



21st Century Career

The idea of a single, long-lasting career is becoming a thing of the past



21st Century Career

Think about your career as...

Surfing from wave to wave

Ride the wave then look for the next one

Don't be afraid to adapt and adjust

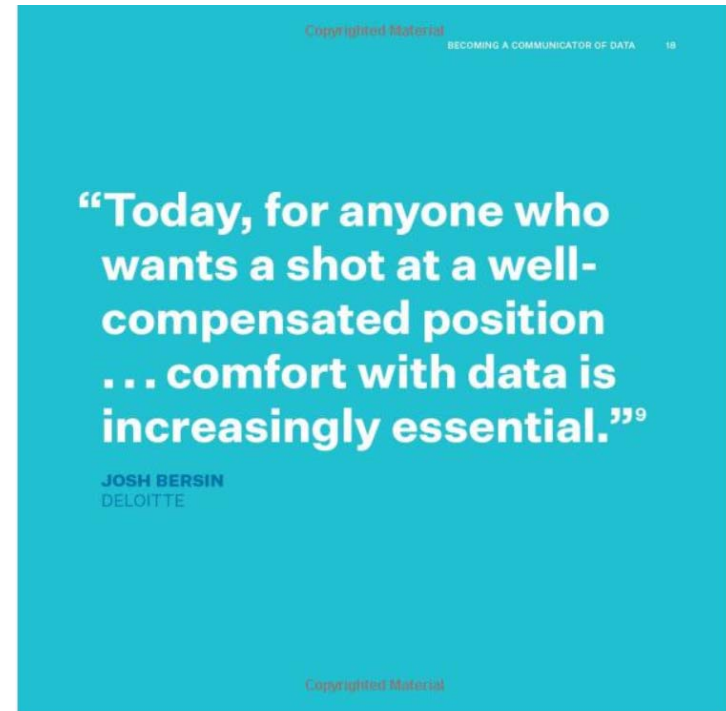
You must be **learning!**

Great Article:

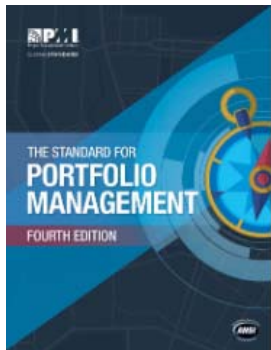
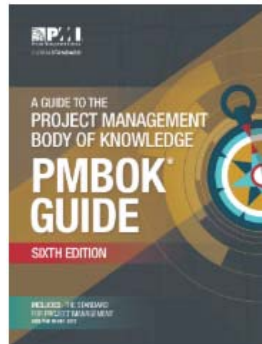
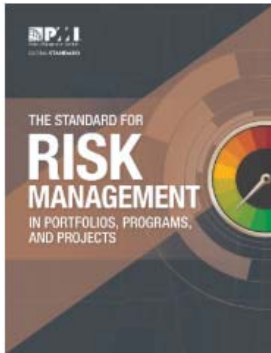
Catch the wave: The 21st-century career
Deloitte Review, issue 21

What Should I Learn?

- Big Data – Hadoop
- Artificial Intelligence
- Cybersecurity
- Data Analytics
- Digital Marketing
- Power BI
- Leadership
- Business Value
- Product Marketing
- Agile



Use the **Standards** on PMI.ORG for Information

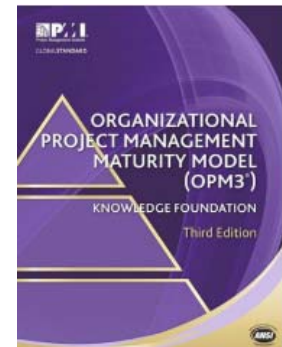


Foundational Standards

Practice Standards & Framework

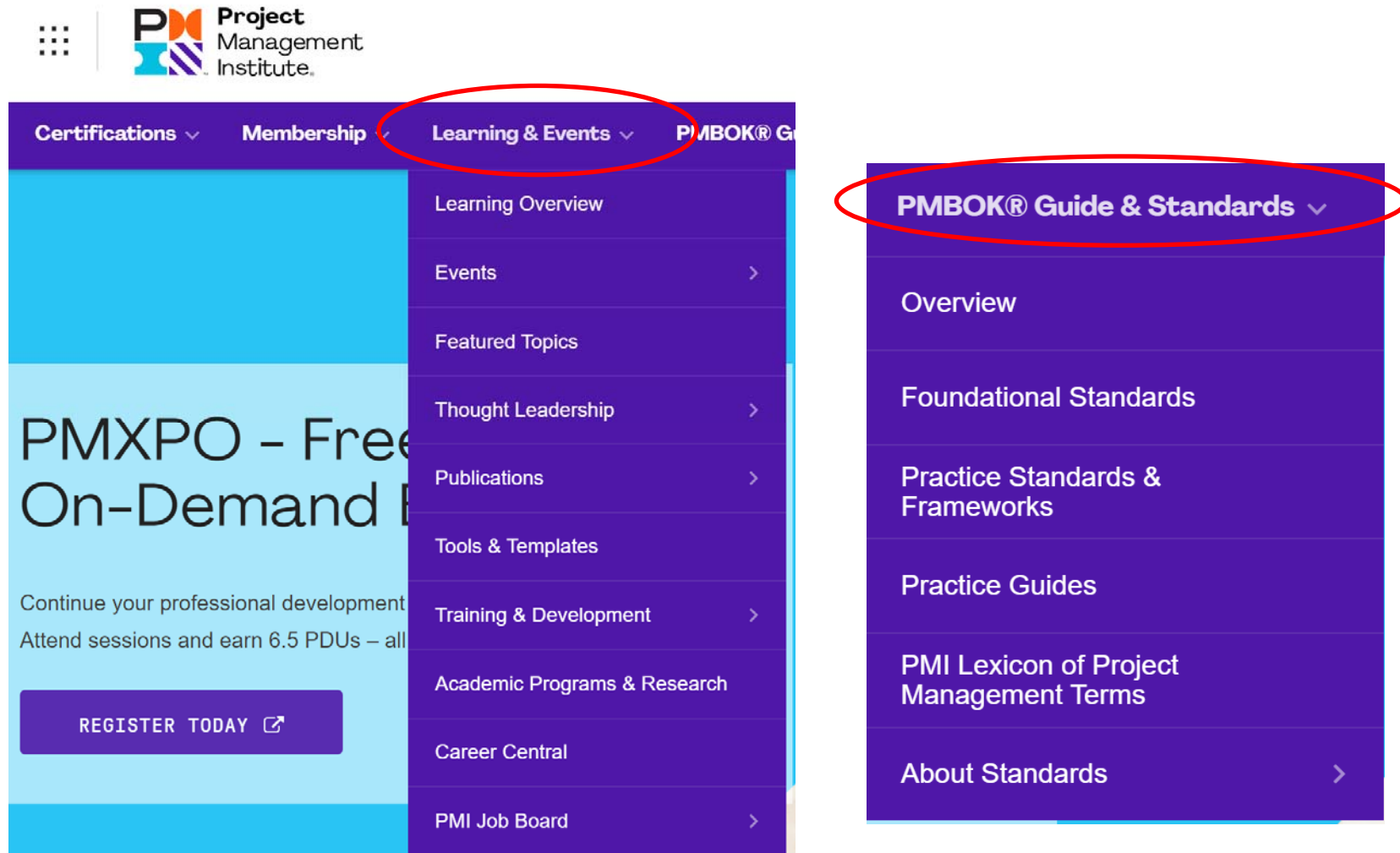
Practice Guides

PMI Lexicon of Project Management Terms



These are only a few!

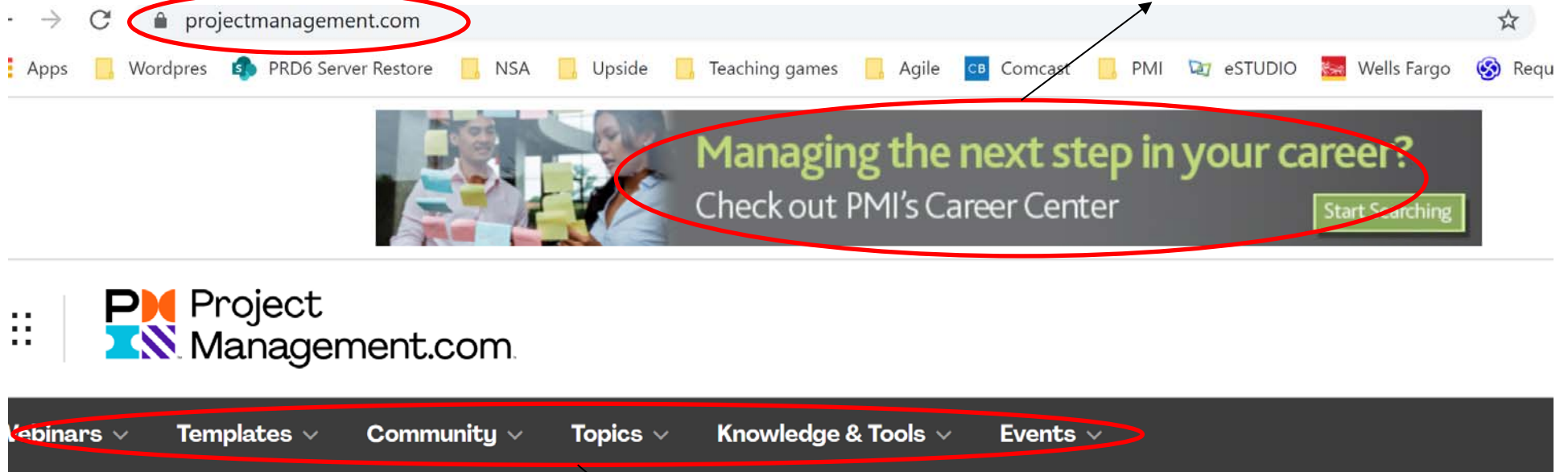
Check out the resources on **PMI.ORG**



Check out projectmanagement.com

Check our projectmanagement.com –
free with your PMI membership

Did you know PMI had a career center?
Check it out!



Lots of good stuff!

Get Your **Certifications** In Order

There are lots!

PMI Certifications

- PMP®
- CAPM®
- PMI-ACP®
- PMI-PBA®
- PgMP®
- PfMP®
- PMI-RMP®
- PMI-SP®
- Scrum Alliance (CSM®/CSPO®/CSP®)
- Scrum.org (PSM/PSPO)
- SAFe –different levels
- Disciplined Agile
- Lean Six Sigma
- Six Sigma Yellow/Green Belt
- Lean/Kanban
- Microsoft Certifications
- Security Certifications

THE TOP 10 HIGHEST PAYING CERTIFICATIONS TO PURSUE IN 2020



Icertglobal.com

Entry Level Agile Certifications

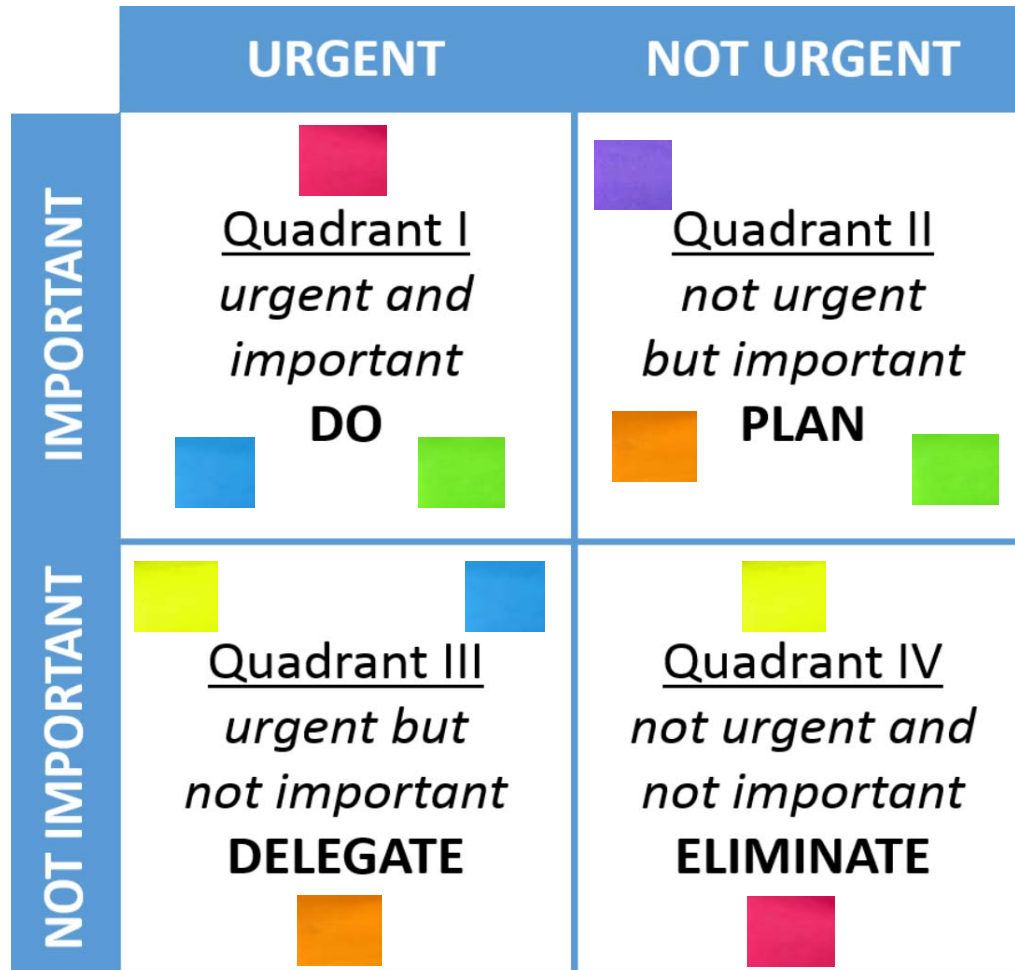
A QUICK GUIDE To Agile & Scrum Certifications

	Certified Scrum Master	Professional Scrum Master	Agile Certified Practitioner
CREDENTIAL	CSM	PSM	PMI-ACP
CERTIFYING AUTHORITY	Scrum Alliance	Scrum.org	Project Management Institute
POPULARITY	466,000+	181,000	23,000
TRAINING REQUIRED	Yes	No	Yes
EXPERIENCE REQUIRED	No	No	Yes
EXAM	Easy	Challenging	Challenging
COST	\$1295	\$150 (Excluding Training)	\$495 (Excluding Training)
ADVANTAGES	Fast and Easy	Inexpensive	Rigorous, Scope Beyond Scrum
DISADVANTAGES	Not Valued		Rigorous, Experience Required

Update Your LinkedIn Profile

- Include all your skills
- Research how to use **LinkedIn**
 - There's tons of information on the Internet
- Become active on LinkedIn and other social media

Prioritize Your Time



Important: Activities that help you achieve your long and mid-term goals and objectives.

Spend more time in Quadrant 2.

Do a Risk Assessment

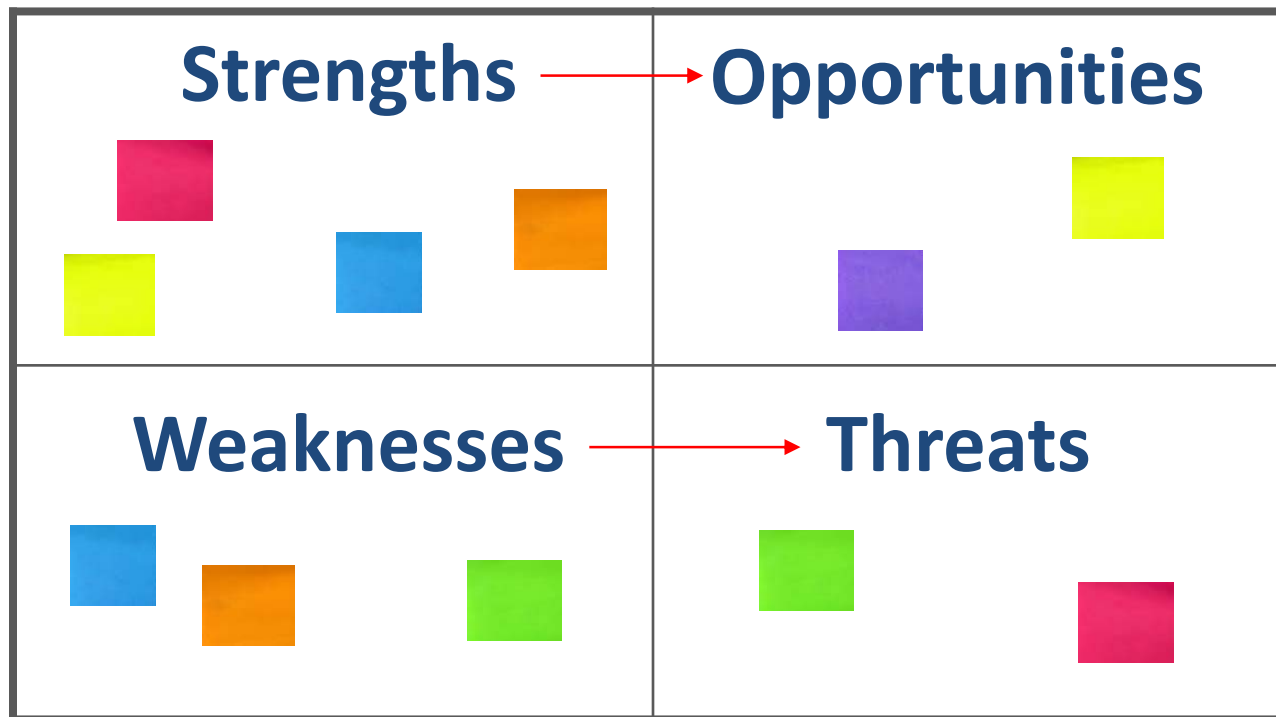
On All **Areas** of Your **Life**:

Future
Finances
Career
Kids

Consider **what**
might happen and
what you can **do**
about it.



Do a SWOT Analysis



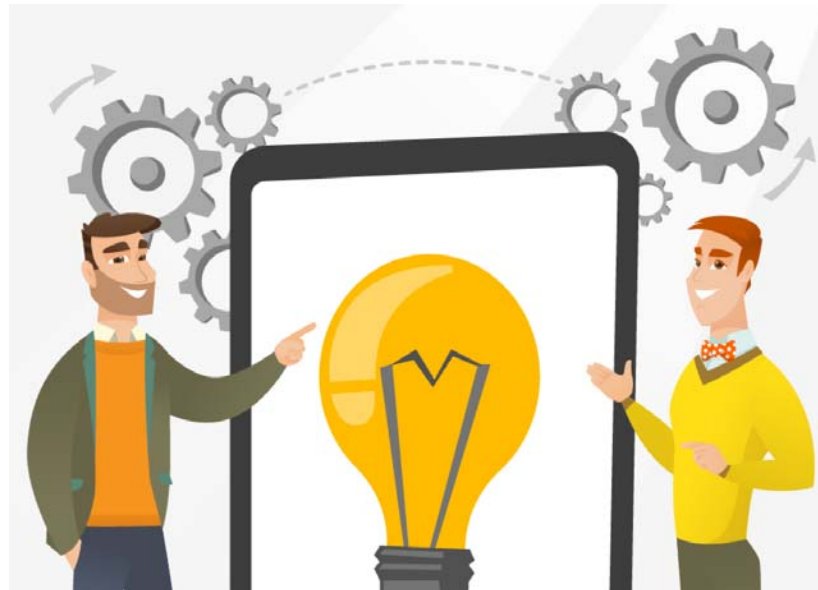
Pick a Role Model

And follow that person



Look At What Others Are Doing

- Talk to people
- Network virtually
 - Chapter events
 - Other professional organizations
 - Look around!
- Get active on LinkedIn and other social media



Research Businesses

- Businesses that will do well during crisis and potential recession
- Brainstorm which businesses do well
- Consider whether you can take advantage or participate



Collaborate with Family Members

Why Not?

If appropriate ... you never know



WTTMSW

Whoever Tries The Most Stuff Wins

Compare to
agile's failing
fast

*Peter Sellers at Keynote Speech
PMI Leadership Institute Meeting
2014, Phoenix Arizona*

What Is the Lemonade?



Thank you!

