

# *I Will.*

Closing Keynote Speech Overview  
Mark Warner Women's Conference 2016  
Richmond, VA  
Lynda McNutt Foster, CEO  
Cortex Leadership Consulting

Raising our [Conversational Intelligence©](#) with others is important. Changing the conversations we're having with ourselves is the vital first step to breaking through to discover the genius that lives within all of us.

According to research at [Cleveland Clinic Wellness](#), 95% of our thoughts are habitual. 80% of those are negative. This pattern of thinking may keep us safe, yet does little to help us grow.

Repairing our thinking involves becoming aware of what beliefs we have that may not be serving us. These beliefs could be the cause behind the "two steps forward, one step back" experience we keep having each time we try to break through what Gay Hendricks calls our Upper Limit in his book [The Big Leap](#).

## **4 Main Activity Zones**

**Incompetence** – these are things we are not good at and that can be avoided or delegated. Look for team members and others that are great in these areas and move them off your plate.

**Competence** – You can do these tasks, but so can others. This is the activity zone we get stuck in when we take on too much and are feeling overwhelmed. Yes, you can do it. That doesn't mean that you should be doing it all.

**Area of Excellence** – The world finds this activity valuable in some way and you are rewarded because of this zone. This is probably the activities you make money from. If you are successful right now, this probably your current comfort zone. If you lead a team, this is the first area you want to strive to have each of your team members reach.

**Zone of Genius** – Your Zone of Genius is the set of activities you are uniquely suited to do. These are derived from your special talents and gifts. When fully realized you will experience abundance, love, and creativity and levels not possible in the other zones of activity. When you apply this principal to your team, this is where the real organizational greatness comes from.

## **Barriers to Reaching Your Zone of Genius**

1. Feeling fundamentally flawed

2. Thinking you will have to leave others behind in order to truly get ahead
3. Believing that you are a burden and more success would only bring more hardship on those around you
4. Being afraid of outshining others

Ways we sabotage ourselves that hold us back are things like worrying about things we can't control, squabbling over the small stuff, blaming others when things don't go our way, deflecting compliments and getting sick or hurt as soon as things start going in the right direction.

How these show up are when we lie, break promises and withhold truths.

Questions to consider regularly:

Are you telling yourself the full truth about which actions you are taking that are and are not serving you at work?

What are you willing to risk in order to experience much more joy and abundance from the work that you do?

What do I need to:

Stop doing? Start doing? Keep doing?

In order to break through my Upper Limit? If you lead others, what methods of coaching can you use to help them identify their Upper Limit and find their Zone of Genius?

Do you have an accountability partner to help support and encourage you to break through your Upper Limit?

I can.

I will.

Today.



[www.cortexleadership.com](http://www.cortexleadership.com)

[www.gomonti.com](http://www.gomonti.com)

For more information call: 540.776-9219 or [info@cortexleadership.com](mailto:info@cortexleadership.com)