



Turn the Page

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Turn the Page: Becoming a Page Turner Leader Overview

How you lead tells a story. Are your leadership, team, and organization telling the story you want? Turn the Page is a leadership development system that emboldens leaders to know, to align, and to master their story so they thrive personally and professionally. In my work as an executive coach and organizational consultant, I have invested significant time with countless leaders and I have discovered that in order to transform a team or an organization, the leader must first be transformed. When the leader gets better – the team gets better. Self-leadership precedes every form of leadership. Over 90% of a leader's effectiveness is based on their self-awareness.

What is a Page Turner?

A Page Turner is a leader who does the common thing in an uncommon way and experiences uncommon positive outcomes.

- Page Turners are leaders who understand that self-leadership precedes every form of leadership.
- Page Turners clarify their quest. They choose the story they want their life/leadership to portray.
- Page Turners demand bold truth. They fearlessly own both their challenges and strengths.
- Page Turners champion generosity. They seek to leave others better off than how they found them.
- Page Turners engage community. They have accountability. They realize they can't *know* themselves or *grow* themselves, *by* themselves. They need a supporting cast (team).
- Page Turners pursue continual renewal and thus nurture and sustain themselves.



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Why Your Story Matters?

When leaders do not know their story, they either plagiarize someone else’s story or become a blank page for employees and outsiders to write on and dictate culture. When this happens the leader and everyone around them suffers. Similar to a theater play, leaders have a front stage and backstage. Frontstage is the public world. The backstage is the private world.

Frontstage	Backstage
Strategy	Identity/Core
Technology	Intent
Execution	Emotional Intelligence
Profit	Grit/Resilience
Productivity	Optimize/Culture
Communication	Life/Work Rhythm
(TECHNICAL)	(BEHAVIORAL)

Through the Turn the Page Methodology Page Turner Leaders begin to:

- Inspire action as you gain high-definition clarity germane to who you are, what you want, and why it matters to you and your organization. Two out of five new CEO’s fail in the first 18 months due to hubris, ego, and ineffective leadership styles.
- Build trusting relationships by leading from vulnerability.
- Create a healthy culture where people treat one another and customers with civility and respect.
- Deepen employee engagement and boost morale through the language of “appreciation”.
- Gain the confidence to have compassionate and courageous conversations.



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- Prevent burnout by developing a personal “game plan” for sustaining your effectiveness as you sustain yourself.
- Decide the story and legacy you want your life and leadership to portray.
- Become intentional about life-work blending.

What is Story?

Story is a connected set of events – with a beginning, middle, and end – resulting in triumph or tragedy for its characters. Story consists of *desire*, *challenge*, and *resolve*.

Leaders possess a *desire* to win. In order to win, they face *challenges* in the form of adversity. Leaders must give themselves to diligent preparation, daily rituals, and laser-sharp focus to reach optimum performance.

Working through challenges and adversity leads to *resolve*. To truly win means being deliberate about desire, challenges, and resolve at work and home. No leader drifts to success. Becoming a great leader happens intentionally not automatically.

Why is Story Essential for Success?

Leaders lead from who they are. It's their unique story. The earlier a leader begins to write their story, the sooner they can take advantage of integrating BQ and EQ. That allows them to perform at a high level at work and at home.

How Do You Avoid Being a Bookmark Leader?

Bookmark leaders are the opposite of Page Turners. Bookmarks are passive and allow themselves to be placed wherever other people see fit. Bookmarks allow themselves to be controlled by others. Bookmarks are all talk, no show.

You avoid being a Bookmark by refusing to give another person the rights to your life. It's getting beyond just “talking” about your dreams or what you were in the past. You sidestep becoming a Bookmark by having the “right” supporting cast in your story.



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Too many leaders lose their way when they lack a strong support cast (people) holding them accountable to live the best version of themselves. They're surrounded by people who don't have their best interests at heart. You must be brave enough to ask "big questions," something that Page Turners do skillfully.



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How Page Turners Apply Story?

Where Bookmarks are passive, Page Turners are active. Page Turners do the common thing in an uncommon way and produce uncommon results. They are purposeful in designing the story they want their life to tell. Page Turners understand that you get what you prepare for. They are intentional about their life's story at work and at home.

- Page Turners use story to *create* the life they want, compared to giving up the rights to their life for others to define them.
- Page Turners use story to *connect* with people and build and sustain relationships critical to their success.
- Page Turners use story to effectively *communicate* their thoughts and emotions and have the confidence to resolve conflict.

Page Turners write their Signature Story by asking eight big questions:

1. Who am I?
2. What do I want?
3. Why do I want it?
4. Where do I need to take fearless ownership of my challenges and strengths?
5. How do I use my platform to leave others better off?
6. Who loves me but is not impressed with me and is unafraid to tell me the truth?
7. What renews me and enables me to sustain my success?
8. How do I want my legacy story to read five, 10, and 20 years from now?