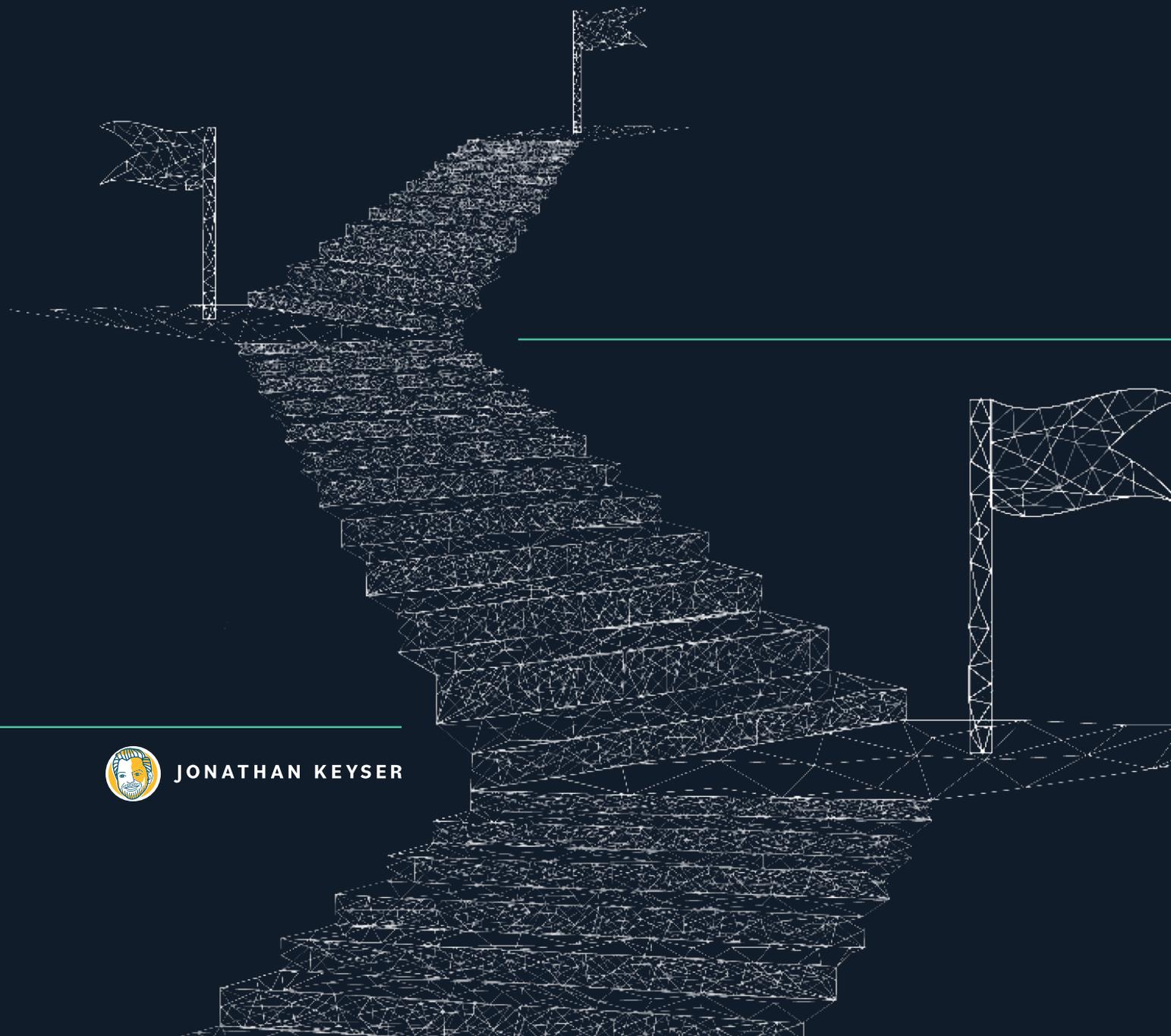


THE THREE LEVELS OF REINVENTION

Your Roadmap to Creating an Extraordinary
Culture Through Selfless Service



JONATHAN KEYSER



The intrigue of selfless service is popping up in companies across the nation.

We see it in the organizations we partner with, whether they champion supportive team leadership, have a fun and relaxed culture, or thrive on incentivizing innovation. These characteristics within a business draw them to how Keyser does business and how we do life.

The selfless business model that we teach has everything to do with a “people first” mindset and nothing to do with “customer first” service. Take the concept of seeing every person as a customer, a dollar sign, or a star-rated review, and replace it with seeing the human being behind every interaction. Recognize the connection and potential impact that you have beyond the handshake or the plastic smile. It’s not about the return but rather the investment.

Our purpose is to train and empower the next generation of selfless leaders and organizations so that they too can be living, breathing proof that a selfless service strategy leads to a distinctive culture, steadfast employees, a loyal client base, immense growth, and abounding success. We work directly with organizations and their people to bring long-term success through relationships built upon a cultural standard and the embodiment of selfless service.



REINVENT YOURSELF

To realize success in implementing a selfless service business strategy, you must split the concept into three pillars of action. To influence others within your organization or beyond, you must first reinvent yourself and genuinely commit to your transformation. When you have accomplished the reinvention of yourself in selfless service at every level, that selflessness—through your mindset and followed by your actions and intentions—will ripple out and affect every other area of your life and business.



HAVE A MINDSET OF SELF-IMPROVEMENT

As Gandhi once said,
"You have to be the change
you wish to see in the world."
That statement rings true
within the selfless service
methodology.



You can't create a dedicated culture of selfless behavior if you are unwilling to apply the transformation to your own actions. This process requires leaders to constantly grow, adapt, and expand through communication, leadership, and relationships. For that reason, understanding that you have work to do is an essential element to your success with this process, regardless of role or experience. This process requires a self-improvement mindset, and the sooner you embrace the growth and understanding that there is more for you, the sooner you can uncover all the possibilities that a selfless service life and business can bring.



BE COACHABLE

As leadership trends stray away from an authoritative style, it's crucial to create an environment that fosters collaboration.



As a collaborator, you must be willing to listen, apply feedback, and seek every opportunity to know and refine yourself. Even little steps make a world of difference. Becoming self-aware helps you identify areas of strength and weakness. You begin opening doors of “knowing what you don’t know,” and it allows you to see where you can improve. Investing in growth begins within, creating stepping stones and authenticity that others will see and emulate.



BE DISCIPLINED

This process is not for the faint of heart. A selfless service strategy takes a lot of effort and dedication to implement—but it's all worth it in the end.

3

To create a community of people who want to work with and for you and to build a healthy, steady referral stream, you must be disciplined and constant. One of the most prominent cultural cancers within an organization is unsteady leadership. If you, as a leader, are interacting with your team based on your life's stressors or moods, or you're not consistent with your expectations, you will lose much of the momentum you've been working so hard to build. As a leader developing a selfless service culture, you must be disciplined in your thoughts, actions, and interaction; you must put aside your personal feelings and be an example for others.



BECOME A GIVER

Give first, fully and exuberantly, knowing that if you focus on giving and truly seeking opportunities to help others in real, tangible ways, then you'll experience true joy and fulfillment in your own life. When you give and expect nothing in return, any positivity that occurs back to you is a gift.



CARE FOR YOURSELF

Improving within means you're making changes to your whole self, both inside and out.



Acting within the selfless service mindset requires focus. With a healthy body comes a healthy and active mind, growing your energy and desire to improve yourself physically and mentally through every facet of your life. By building strength within your body and mind, you'll gain the capacity to persevere through challenges and be present in each moment.



REINVENT CULTURE

This level takes your mindset shift and focuses it on your organization's people and culture. These next five principles teach you to be purposeful in supporting your team, so they can thrive with a unified goal, competing not against each other but in support of each other.



LOVE AND SERVE YOUR PEOPLE

Be purposeful for
your team.

Lead them in functioning as one unit and lifting each other up. Recognize that each member serves a unique and meaningful purpose. Your team's commitment will determine the level of trust and collaboration they have amongst each other. Recognizing each person's unique purpose and offering support through teaching and mentoring will foster a sense of family, loyalty, team efficiency, trust, and a knowledge base.



EMPOWER EVERYONE

Be willing to see opportunities where your team can grow and provide them with the tools, resources, and support to make those improvements.

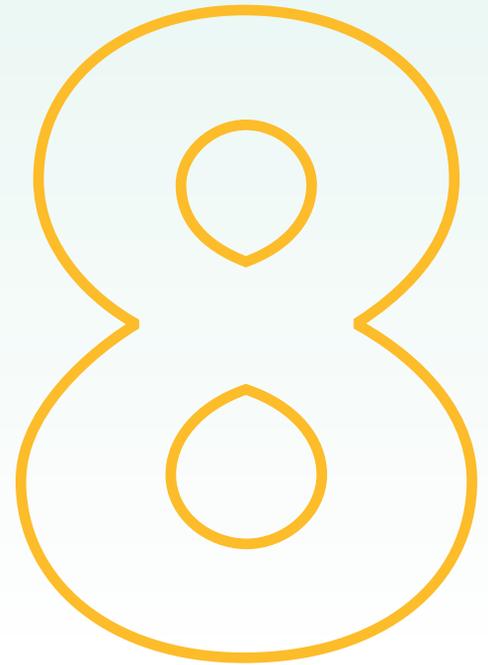


Empower them to achieve by listening and facilitating trust-based relationships with a two-way feedback system. Be a facilitator in both fostering trust among your people and in being a trustworthy resource for them. Your team will learn to rely on and support each other; as a result, sharing and delegating responsibilities and easing stress and tension within your culture.



HAVE A BOLD AND DISRUPTIVE MINDSET

Remove fear from the equation by embracing boldness, allowing for incredible victories, and learning from mistakes.



Where fear exists, limitations will follow. As you lead your team, remove fear from the equation and empower them to embrace boldness and cultivate courage. By doing so, your people will be free to achieve great victories because they won't be afraid to experience mistakes. Back your team, acknowledge and step up when faced with your own shortcomings, and see what heights your team and culture can reach.



HAVE FUN

Today's employees spend roughly one-third of their lives at work, so they need a place to be their authentic selves and are empowered to do a great job.



One of the most effective ways to drive creativity is to create relationships through fun interactions. Fun creates trust and bonds that help drive collaboration. The more structured fun you have with your team, the more loyalty you will build.



DESIGN A CULTURE OF HARD WORK

There's a common misconception that creating a good culture and attracting top talent needs to be all fun.

10

I agree that fun needs to be a part of the equation because that fun helps create internal relationships. However, when clients have needs and expectations, your team has to put in the work to get it done—and get it done better than anyone else. First and foremost, to serve clients, you must be good at what you do and provide a valuable service or product. There also needs to be a passion for delivering a level of output far above and beyond the expected.



REINVENT YOUR CLIENT / COLLABORATOR RELATIONSHIPS

This final level becomes a natural next step to the process of reinvention as the selfless service business model permeates every aspect of your business and life. By implementing these principles, you'll increase your organization's effectiveness in meeting the needs of those in the community and those connected through business relationships, allowing you to build an unmatched reputation for service, quality, and reliability within your industry.



BE YOUR WORD

Be reliable and act with integrity in all your dealings.



Do so by respecting yourself and others. At the very core of this is recognizing the value of respect within your interactions. Respect builds as you demonstrate that you value the time and resources of others, just as you value your own. Trust grows, relationships deepen, and you set yourself apart.



DO YOUR BEST

Always do your best and produce more than your clients request or expect every single time.

12

Take every opportunity to do everything to the very best of your potential. So much good can stem from one interaction, and on the flip side, there's potential for a missed opportunity from one halfway job. Most businesses don't get three-star reviews because those experiences weren't memorable enough for the recipient to share them. Selfless service keeps you top of mind and can create relationships, but you still need to deliver excellence. Strive to be consistently memorable to earn referrals.



**SERVE,
SERVE,
SERVE**

13

Understanding and implementing selfless service begins within.

Serve others fully, selflessly, and meaningfully, without thinking about personal or financial gain. You must internalize selflessness to let go of the idea that “returning the favor” is expected. This mindset allows you to see beyond what return your service will bring and genuinely seek to understand the needs of others, and will quickly drive community and attract like-minded leaders.



BE 100% PRESENT

We're surrounded by distractions—phone calls, texts, social media, emails, notifications, side conversations, thinking about the next item on your to-do list.

14

Stop. Remember that the most important issue at hand is the person, group, or project right in front of you. Multitasking is a common buzzword, but it takes your mind to numerous places rather than allowing you to give your full attention to what's most important at that moment. Instead, be 100% present and give 100% of yourself to what is right in front of you; you will be surprised with the depth of the relationships you're building.



EXPECT TO WIN

15

When you regularly serve clients and genuinely seek to understand their needs, you will win business simply because you know them so well.

You will be encouraged by the knowledge that you deliver the best service and representation and gain confidence that you will win clients because you exceeded the competition. Expect to win not because you're falsely confident but because you know you are the right solution for the client.



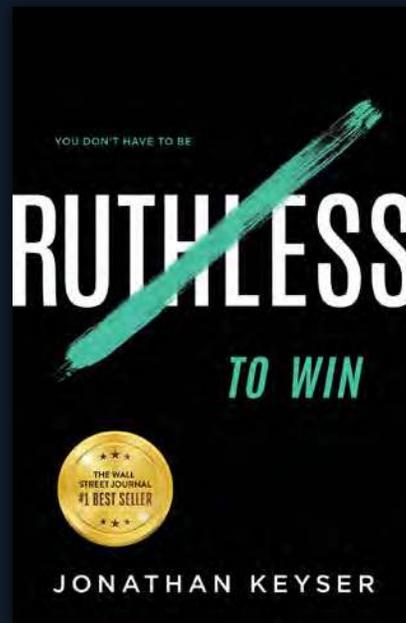
Creating a life and business dedicated to selfless service can create unparalleled success.

This strategy has helped me grow my commercial real estate brokerage firm, Keyser, to eight figures within five years, attract some of the nation's top talent, and earn the loyalty and business of some incredible, well-known brands.

For more information on applying these three levels of reinvention to your business, join us for an upcoming workshop or read my book, *You Don't Have to Be Ruthless to Win The Art of Badass Selfless Service*.

[JOIN WORKSHOP](#)

[READ BOOK](#)



JONATHAN KEYSER