



Welcome to

Self-Awareness and Leadership....

My Personal Journey

Andy Parks



- Married (Adele) with three adult boys
- 33 years in Consumer Products / Marketing
- Retired May 1st 2017 from The Coca-Cola Company!!
- Management Professor at Central Washington University and DEI Faculty Fellow
- Co-chair: Washington Employers for Racial Equity
- Board Member: Seattle National Pan-Hellenic Council
- Co-Founder of EQ for Professionals

EQ is critical for leaders

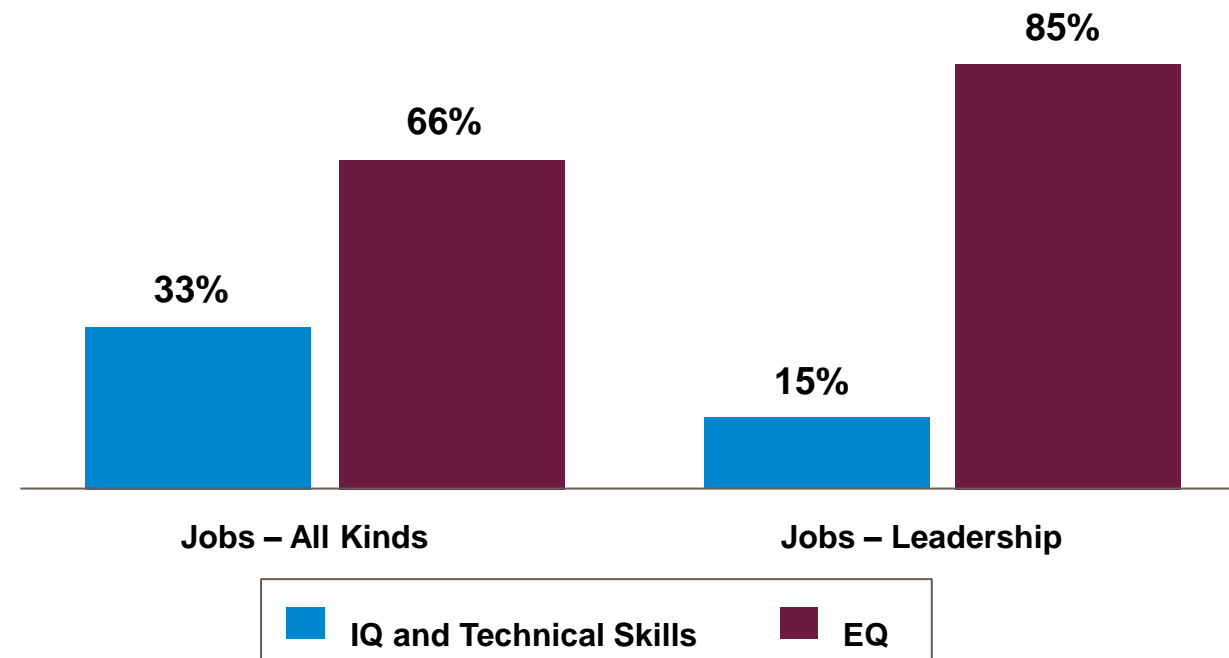
EQ is considered the meta-skill of the 21st century (Tasha Eurich), AND....

EQ is the #1 predictor of professional and personal effectiveness

Over 70% of hiring managers prefer candidates with EQ vs IQ (Career Builder)

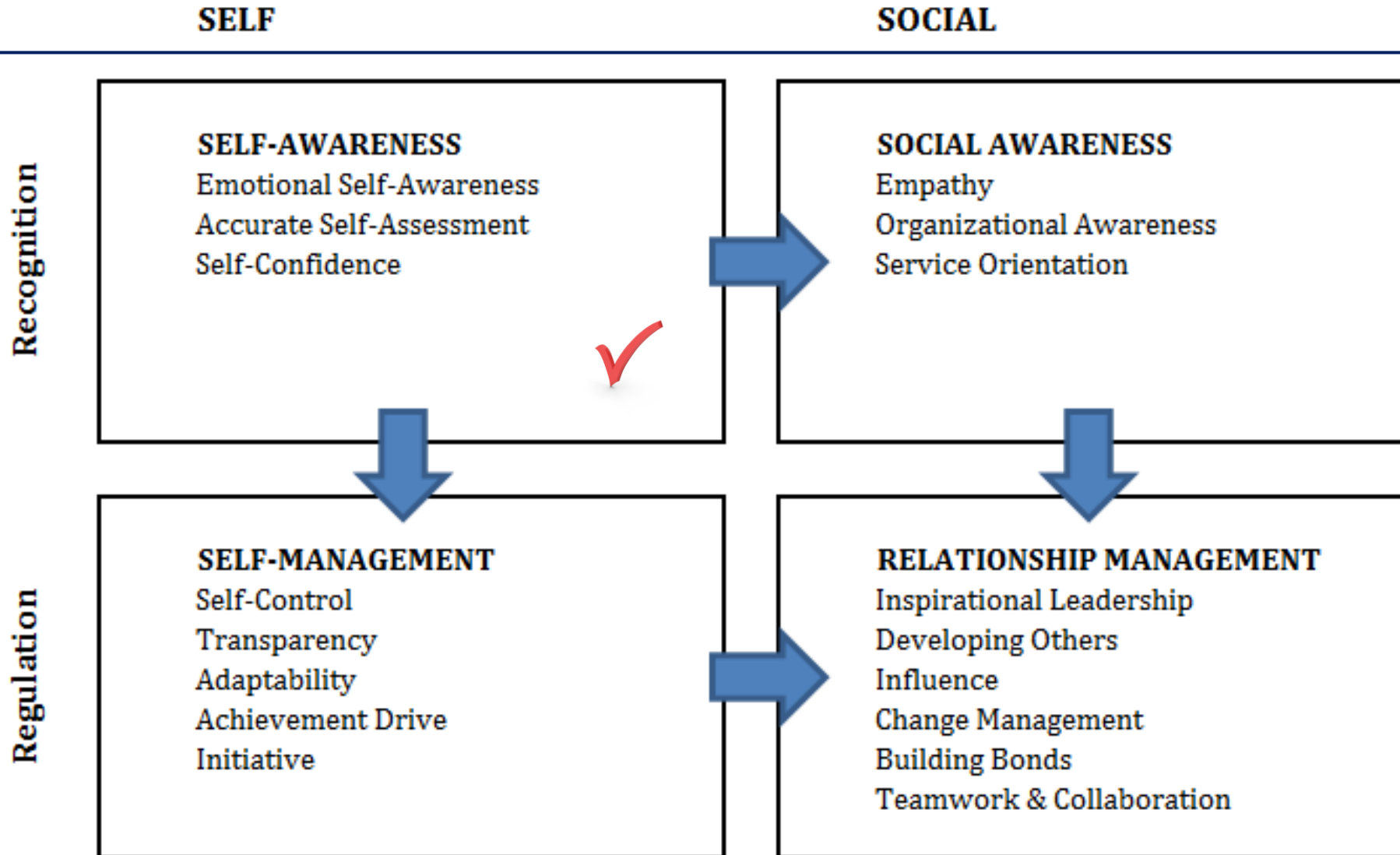
75% of careers are derailed due to EQ related reasons (Center for Creative Leadership)

IQ vs. EQ for performance excellence



Source: *Emotional Intelligence: Why It Can Matter More Than IQ*, by Daniel Goleman (2006)

Self-Awareness is critical to moving into the other areas




According to Career Builder.com: Self and Organizational (Social) Awareness!!

Discussion Topic: *What gets people promoted?*

1. Being self-aware
2. Being more aware of the needs of the organization
3. Displaying the right behaviors and attitudes
4. Influencing key people in the organization
5. Pushing the boundaries of your job
6. Having the right skills and know-how
7. **Working hard**
8. Being in the right place at the right time





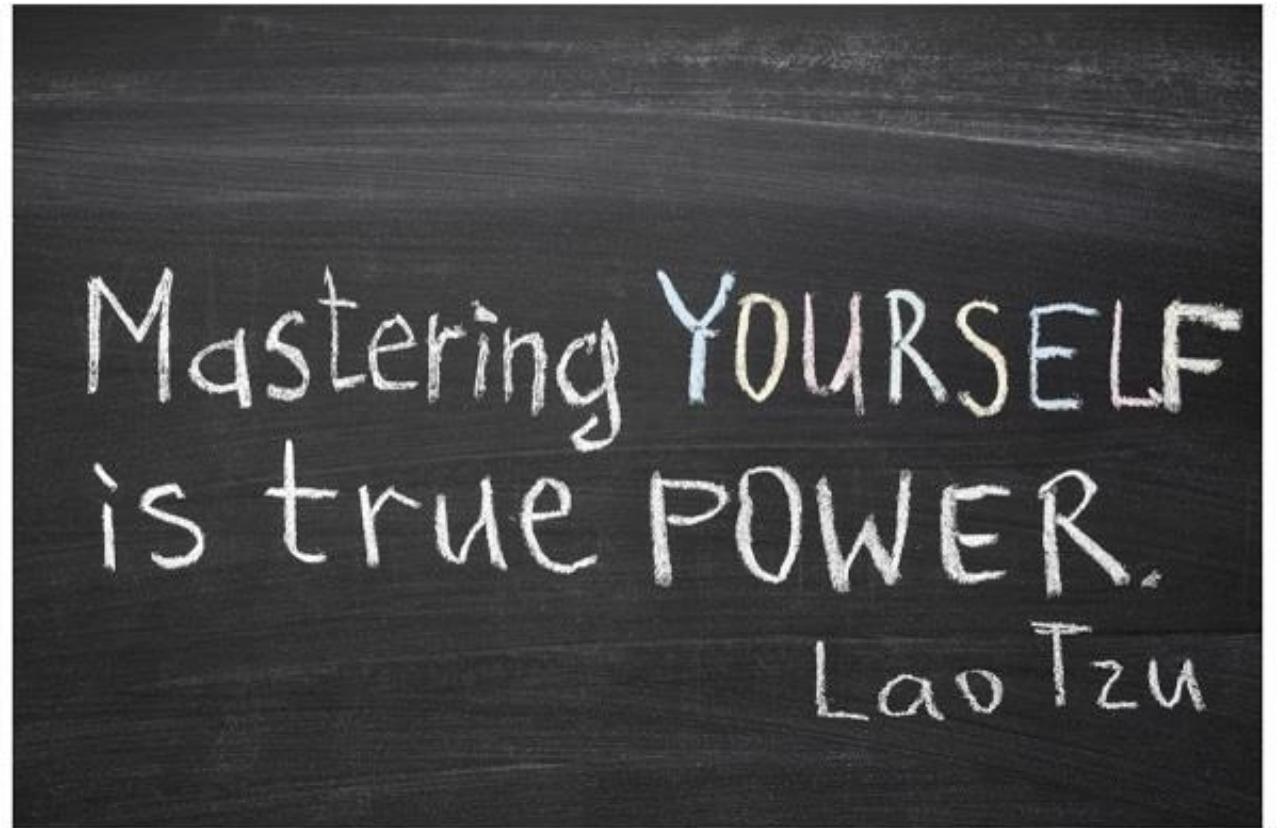
Self-awareness involves deep personal honesty. It comes from asking and answering hard questions.

Stephen R. Covey

Self-Awareness Definition:

Conscious awareness of one's own character, feelings, motives, and desires (Webster)

“The ability to **see ourselves clearly** – to understand who we are, how others see us, **and how we fit into the world**” (Tasha Eurich, PhD)



Our Agenda

Andy's Self-Awareness Journey

- Self-Awareness Archetypes
- Legacy/Purpose Statement
- Core Values
- Impact on Others
- Mindfulness & Other Perspective
- Core Values Goal Setting





19 years old and loved to stay in the background!!

Didn't possess visible Leadership Traits in 1981

Kappa Alpha Psi

First Row:
Pierre Morrison, Vance Kendall, Sherman Dixon, Mallaieu Golden. *Second Row:* Jeffery Smith, Donald Banks, Anderson Parks, Jeffery Hudson.

OFFICERS —
First Row:
Tracy Strowmatt. *Second Row:*
Mark Sopchyk, Randy Lloyd, Michael Robin-



20 years old - worked hard but lacked purpose



“Excellent in Leadership Skills Behaviors” –
2016 Performance Review, The Coca-Cola Company

Chapter 1:

My Origin Story on my EQ Journey....



Life began on the South Side of Chicago



9163 S Burnside Ave
Chicago, IL 60619

2 beds · 1 bath · 936 sqft


9163 S Burnside Ave, Chicago, IL is a townhouse home that contains 936 sq ft and was built in 1945. It contains 2 bedrooms and 1 bathroom. This home last sold for \$125,000 in October 2008.

● OFF MARKET

Zestimate®: **\$62,605**

Rent Zestimate®: \$1,350 /mo

EST. REFI PAYMENT

\$252/mo 

[\\$ See current rates](#)

Uphill battle with lots of hurdles....



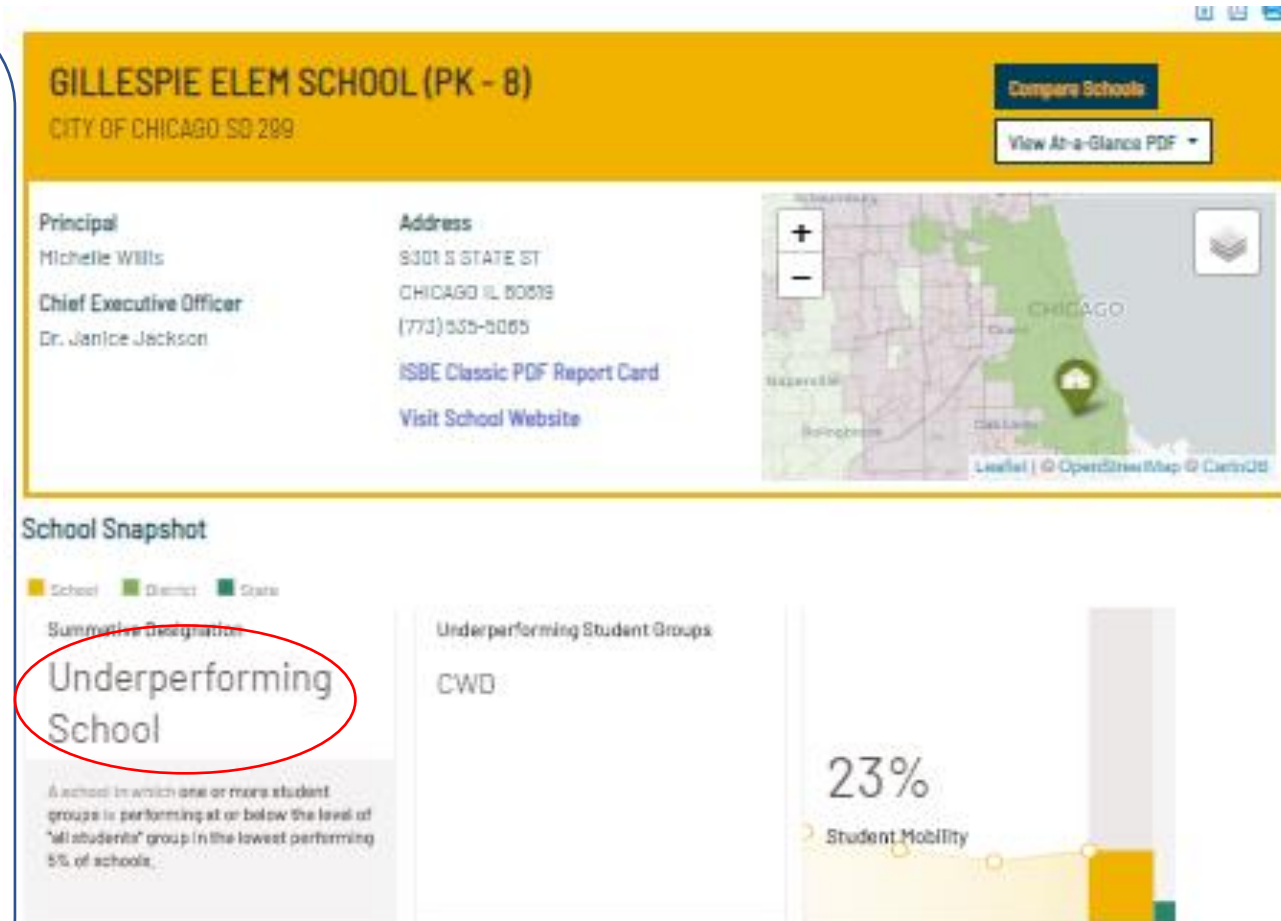
K-2

98% Afr. Amer.

31% Chronic
Absenteeism

23% Student
Mobility

Teachers didn't
believe in students



Finally...teachers who cared



Morgan Park Academy

MENU 

REQUEST INFO

TAKE A VIRTUAL TOUR



Learning is Different Here

Small class sizes give each child the opportunity to speak up and stand out. Our teachers invite dialogue, infuse relevance into lessons, and forge meaningful connections with students because they know real learning takes real relationships.

EXPLORE LEARNING AT MPA

A Global Approach

Lived in two distinct and separate worlds!
This experience shaped my view of the world....

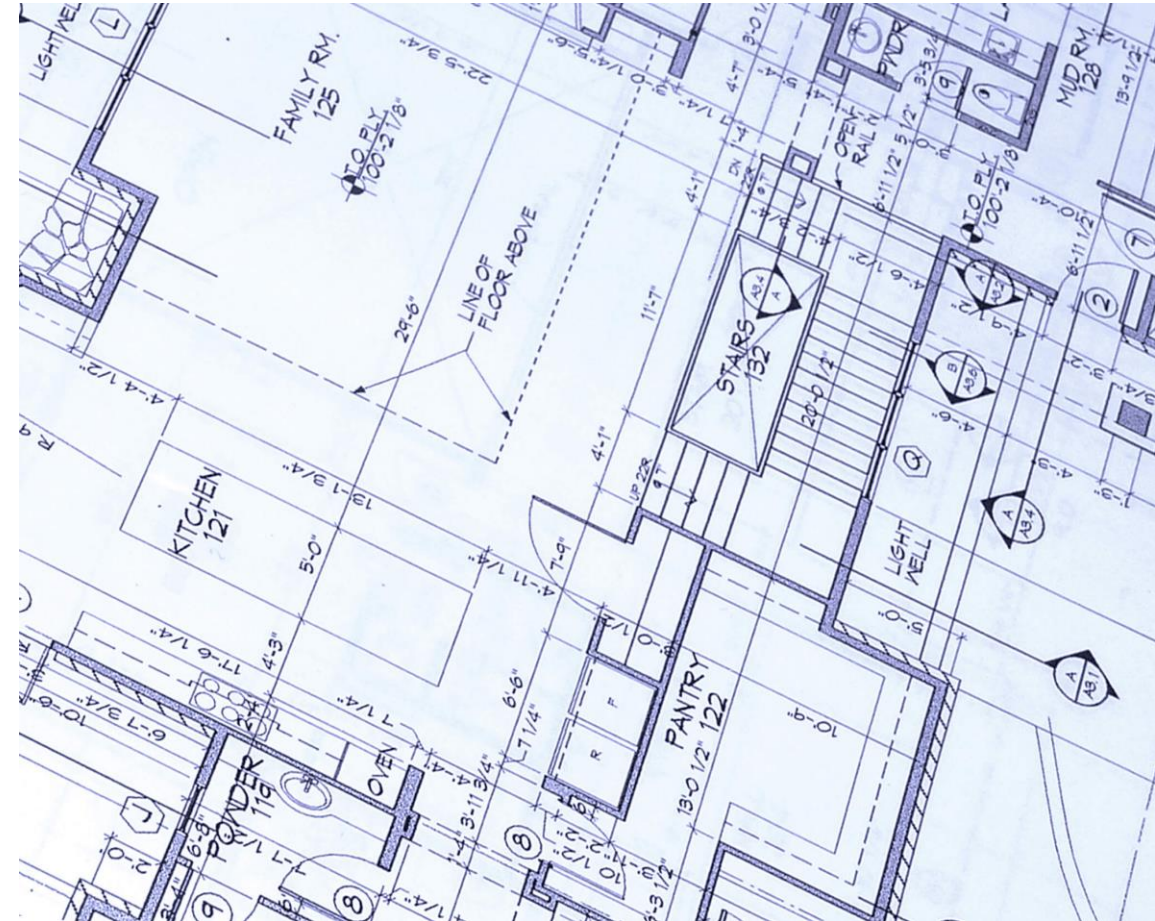


Chameleons.....



- A. Fly
- B. Swim
- C. Change Colors
- D. Burrow in Sand

Chapter 2: The Foundation is Set....



Self-Awareness is a balance of two points of “*Insight*”

The Four Self-Awareness Archetypes

This 2x2 maps internal self-awareness (how well you know yourself) against external self-awareness (how well you understand how others see you).

Improve through Feedback and Understanding Impact on Others

Improve through Seven-Pillar Assessments

	Low external self-awareness	High external self-awareness
High internal self-awareness	<p>INTROSPECTORS</p> <p>They're clear on who they are but don't challenge their own views or search for blind spots by getting feedback from others. This can harm their relationships and limit their success.</p>	<p>AWARE</p> <p>They know who they are, what they want to accomplish, and seek out and value others' opinions. This is where leaders begin to fully realize the true benefits of self-awareness.</p>
Low internal self-awareness	<p>SEEKERS</p> <p>They don't yet know who they are, what they stand for, or how their teams see them. As a result, they might feel stuck or frustrated with their performance and relationships.</p>	<p>PLEASERS</p> <p>They can be so focused on appearing a certain way to others that they could be overlooking what matters to them. Over time, they tend to make choices that aren't in service of their own success and fulfillment.</p>

The Self-Awareness Puzzle

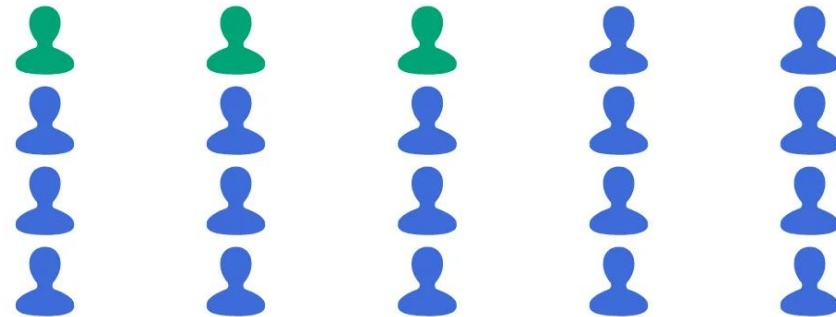
“Armed with only our own observations...we risk missing key pieces of the [self-awareness] puzzle”

To become fully self-aware, it is critical to gain BOTH an **internal** and **external** perspective

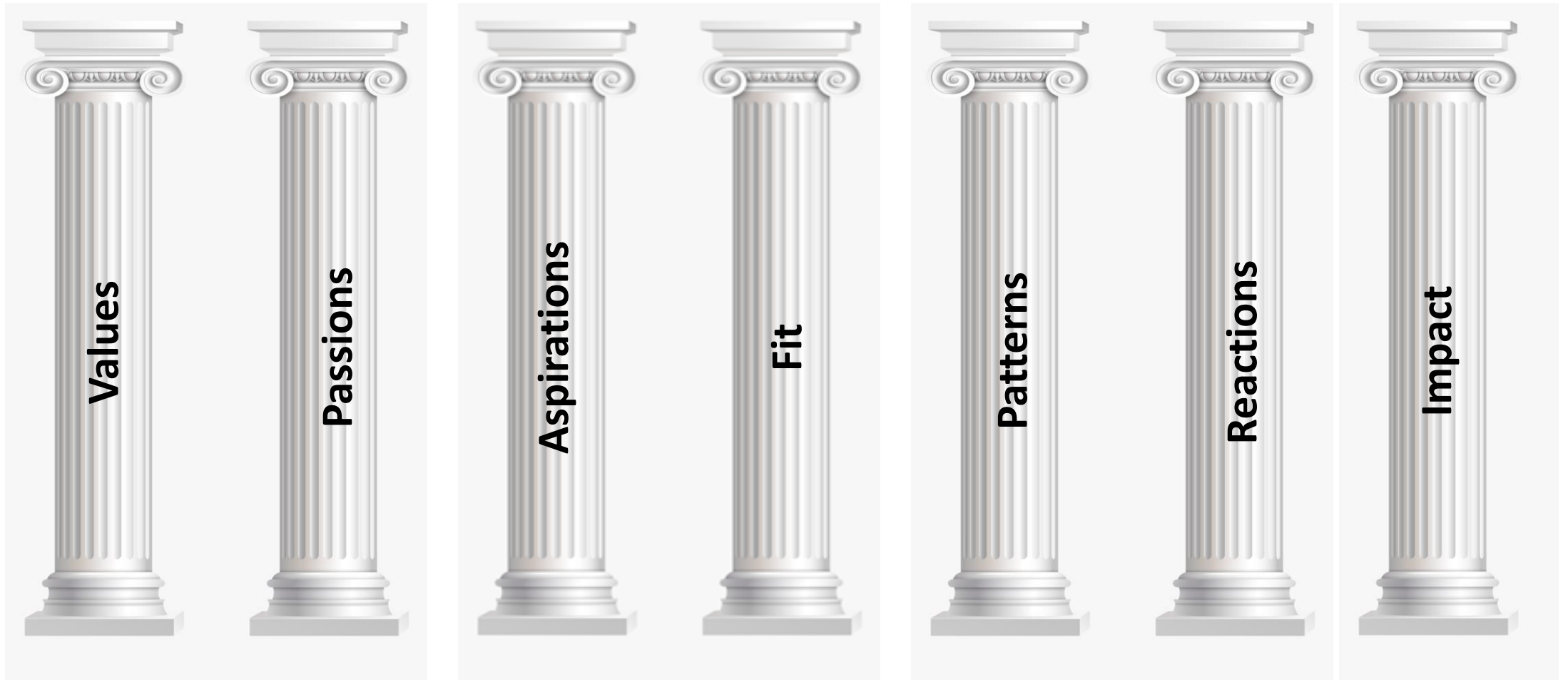
Then and only then can we truly understand who we are and how we're seen!

15% of People are self-aware!

That's a room of 20 people, only three people are self aware.



Are you one of the three?



Tasha Eurich conducted quantitative research on thousands of people and determined that

Self-aware people possess these 7 distinct types of insight that unaware people [don't].

Very aware of how others viewed me

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Heavy focus on outward appearance and fitting in!

Lost my own voice

Boundaries??

“Dream employee”



I LOVE
compassion-
based
marketing!



BUDDY UP FOR BENCHES

10¢

Buy a 12 can pack of any Coca-Cola product or a 6 pack of 12 liter bottles of any Coca-Cola product or a 6 pack of XXX ml Powerade (any variety) and 10¢ will be donated to The Oregon Park District toward acquiring accessible park benches for Oregon State Parks.

25¢

BUDDY UP: buy any participating Nabisco product at the same time as your Coca-Cola purchase, and the donation will be increased to 25¢.

TOGETHER WE CAN MAKE THE PARKS ACCESSIBLE.

Dime Out with Damon

HELP SUPPORT THE BOYS & GIRLS CLUBS

10¢ from every Sprite™ 15-pack purchase helps the Boys & Girls Clubs send kids to Damon's Basketball Camp!

BOYS AND GIRLS CLUBS LOGO **DAMON'S BASKETBALL CAMP LOGO**

Proud Sponsors of the PORTLAND MARATHON

POWERADE and DASANI are the official sports drink and water of the 2001 Portland Marathon.

Light the House
Ronald McDonald Houses of Portland, Oregon

\$1 helps light these special Houses.

Matching Donations From Safeway & Coca-Cola

Yes, I would like to support Light the House 2002.

Enclosed is my tax-deductible gift, payable to Ronald McDonald Houses of Portland for:

\$10 \$25 \$50 \$100 Other

____ Visa ____ MasterCard

Account # _____

Expiration Date _____

Signature: _____

Phone Number () _____

Address: _____

City: _____ State: _____ Zip: _____

Mail To: Ronald McDonald House / 2628 N. Commercial / Portland, OR 97227

Safeway & Coca-Cola Support "Light the House." Each Company Will Match Your Donation • In Support Of The Ronald McDonald Houses in Your Area. (Matching up to \$5,000 each)

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CNT0051 Lighthouse/2 L Neck Hanger
Built @ 100% - Printed @ 100%



Me: Hey Boss....I would like to work on the
“Corporate Philanthropy” team

Boss: YOU are way to valuable to lose and
we LOVE you here

Me: Okey-Dokey! They LOVE me....Yay!!

Let's meet Jack.....

Hmmm...what to do? There's Supply Chain, Talent Acquisition, and Sales positions all open....I think I'll apply for them all...I just want a promotion!



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Which Archetype do YOU most identify with at this point in your life?

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Breakout Activity—Your Archetype

5 min.

Identify which Archetype best describes you and why!

How has your Archetype been a *barrier* to and/or *enabler* of your success?

The Four Self-Awareness Archetypes

This 2x2 maps internal self-awareness (how well you know yourself) against external self-awareness (how well you understand how others see you).

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SOURCE DR. TASHA EURICH

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Chapter 3: The Internal Journey Begins....

Path to Self-Awareness: Follow the red arrow.....

Step #1:
Identify
your core
values

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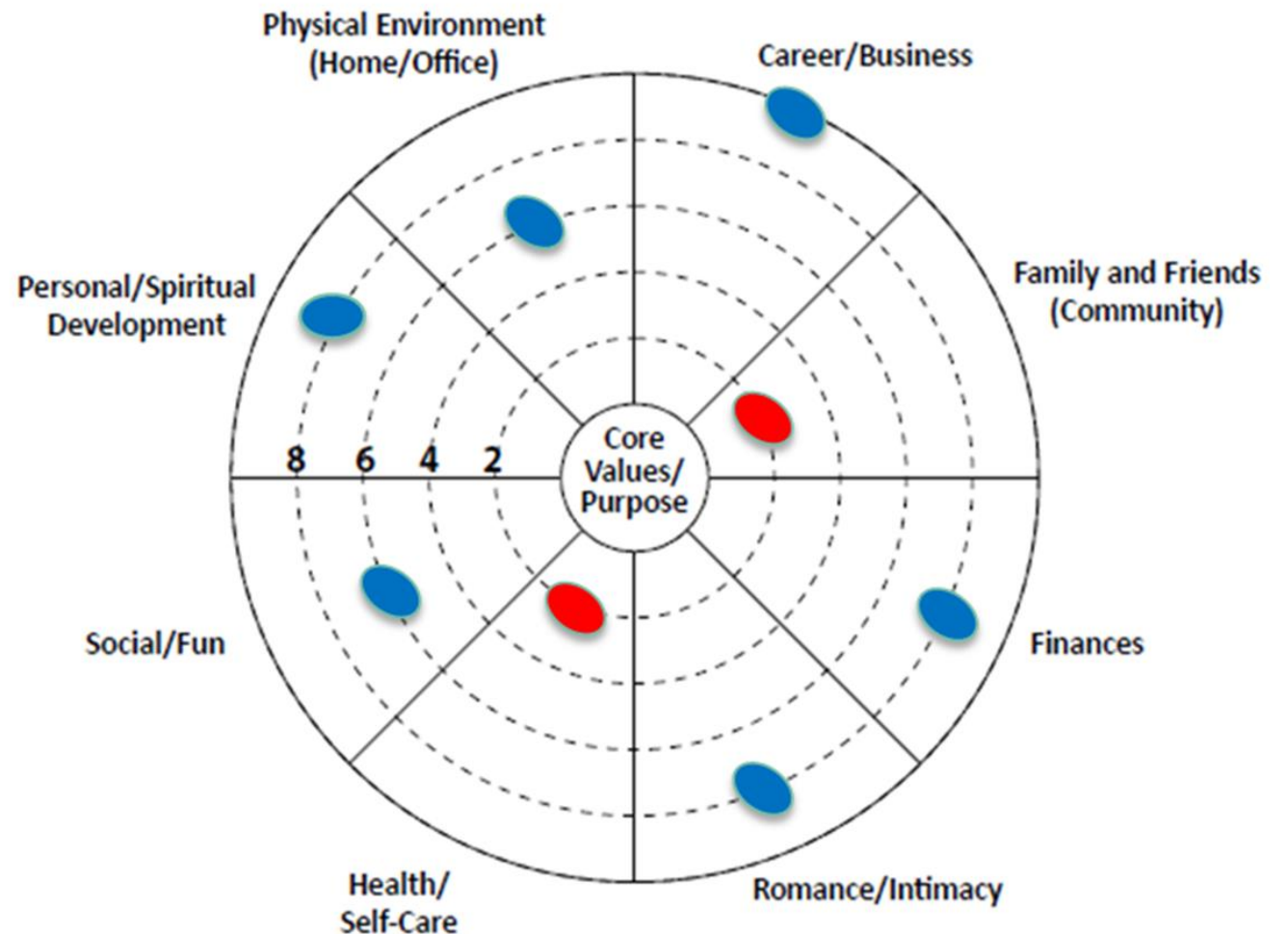
My Actions Were Not Aligned with My Values:

Life Coaching Session:

Q1: How satisfied are you with your Core Values?

A: I'm not sure what my core values are!

Q2: Then how do you know when your boundaries are being violated? And...what to focus your actions on?



cigarettes for running shoes

By ERIKA HOBART
Staff Writer

Andy Parks went through them all: Cold turkey, the patch, even prescription medicine. But he knew the moment he stopped any of the methods, he'd be right back to smoking that pack a day.

"My wife hated it, my clothes stank and I was setting a bad example for my kids," Andy said. "Not to mention the health concerns. I wanted to be around for my family. I had to quit."

Then Andy saw an ad in a newspaper for marathon training.

"The ad said 'Change your life. Run a marathon,'" Andy recalled. "I thought, this is perfect for me. I knew I couldn't run and smoke at the same time. I decided it was definitely worth a try."

So in 2001, Andy began running.

The first time, he ran 50 feet

and thought he was going to die. Despite the coughing and wheezing fit, he set a goal to train for and participate in five marathons in five years, a strict regimen he hoped would prevent him from falling back on his nicotine habit.

It worked, and in the process he developed another habit.

"When I first decided to quit smoking I couldn't imagine a life without cigarettes," he said, laughing. "Now I can't imagine a life without running."

Andy runs four days a week, usually to the sounds of James Brown, Snoop Dogg and Earth, Wind and Fire blaring on his iPod. The now-45-year-old finished his five marathons in five years and is preparing for his ninth in October. He wants to do a 10th marathon in his hometown, Chicago, so the people who knew him as a smoker can see how far he's come. That journey wasn't easy.



Andy Parks (left), Adele Parks, Craig Wood and Katherine Casey during a Saturday morning marathon practice.

Erika Hobart/Reporter

"The transition was incredibly tough," Andy admitted. "There were many times I wanted to quit and just go to the bar to have a beer and a cigarette.

But I made a commitment to my family and I knew I had to stick to it."

When it rains or snows, Andy runs on a treadmill. When

he has to travel for work, he makes sure the hotel he's staying in has a gym he can run in.

"I'm so proud of him," his wife, Adele Parks, said. "It makes me so happy to know that he's healthier and taking better care of himself. That means there are more years for us to be together."

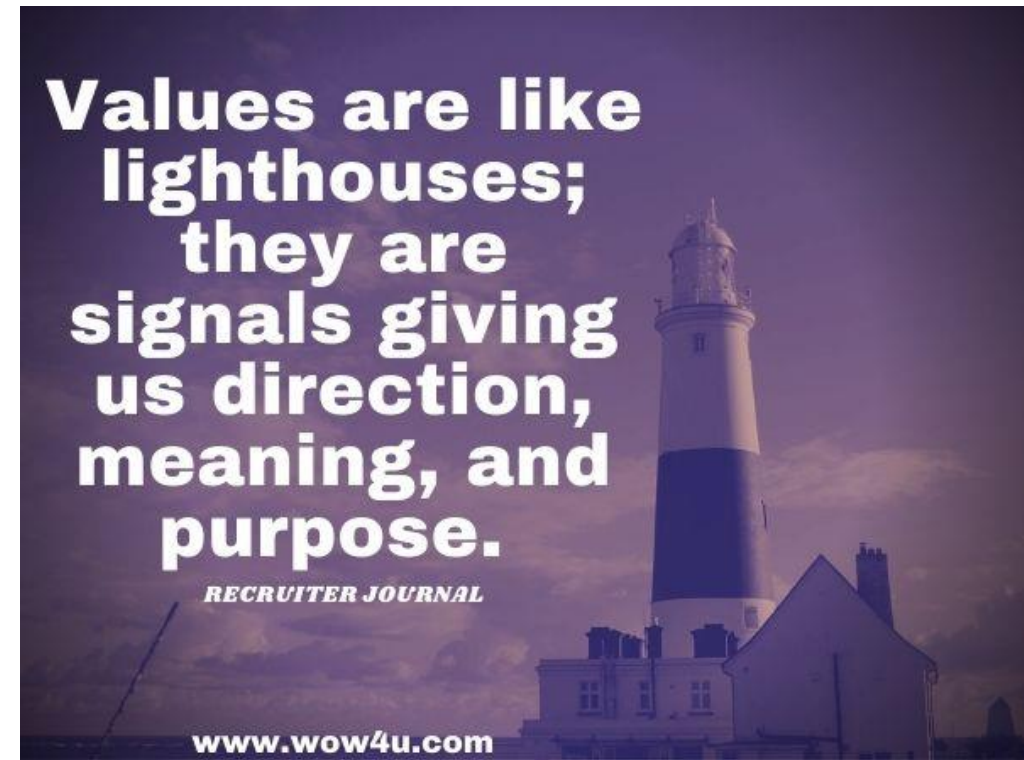
Andy credits much of his success to the support of his family and friends at South

After the

Breakout Activity

6 Min.

- What are your top two core values?
- How do these values align with your day-to-day actions and behaviors?



I never really thought about what I stood for OR what I wanted to be remember for!

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I was living the dream...or so I thought!



A Four-hour run changed my life.....

The
C-Word and the
insightful training
run from HE**

My legacy??



Am I making a difference?



MENTOR TWO
PEOPLE OF
COLOR AT
THE COCA-COLA
COMPANY

AND

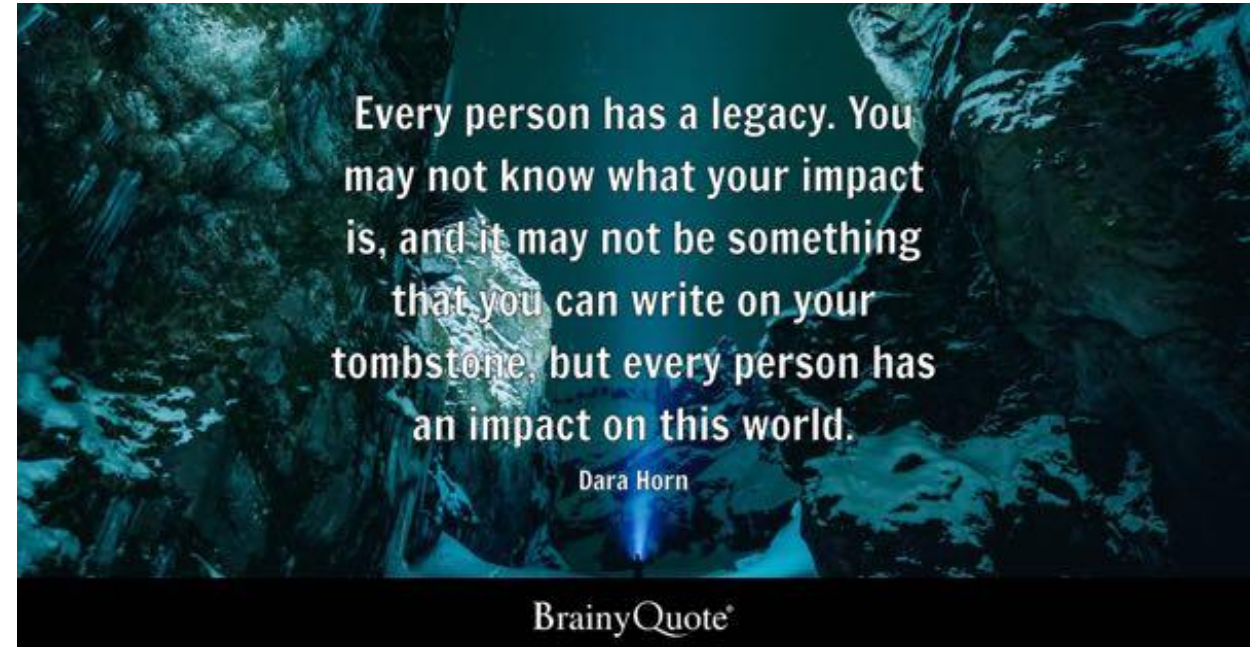
ENGAGED
COUPLES AT
CHURCH

Promoting
compassion and
creating mindful
leaders

Being the spiritual
leader of my family

Legacy is important because:

- Serves as our compass both in our work and personal lives?
- Think about what you want to leave behind or be remembered for....
- Can also be defined as our “noble goal”
- Our Core Values support our Legacy
- Once we have our legacy defined, we can then begin to work backwards



Step #2:

Define your purpose /
legacy statement and
work backwards



Zoltar needs to
know.....

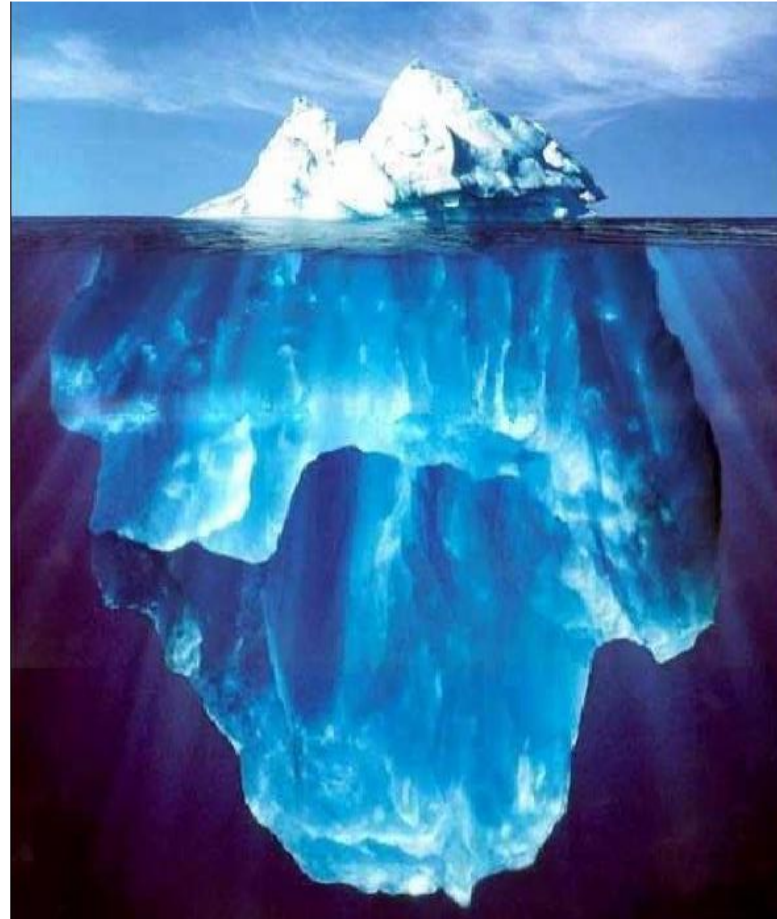
1. What do you
want to be
remembered for?
2. Why?

**5 Min.
Breakout**

Lost sight of the impact my behavior had on others!

Step #3:

Understand the
Impact you have
on Others



Behaviors -- what you do and say
is driven by:

Values
Morals
Belief Systems
Experiences
Cultures
Childhood
Psychology
Imagination

Understanding our Impact on Others

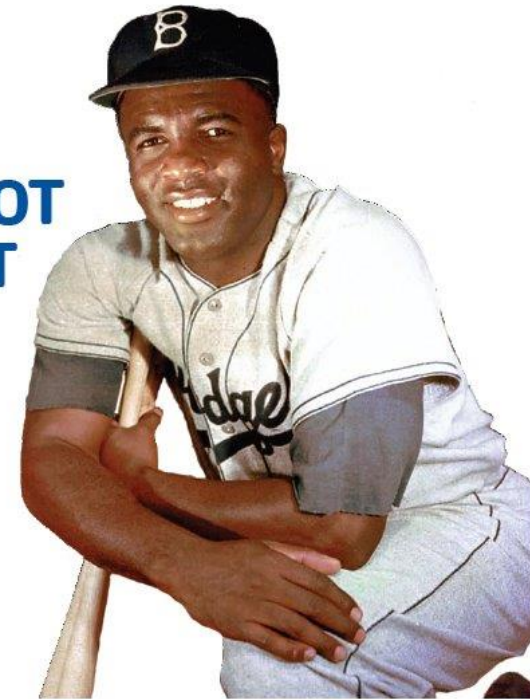
Internal Self-Awareness is all about us, except.....

To be truly aware, we must understand our impact on others, and this also requires....

Perspective-Taking = Imagining what others are thinking and feeling

**"A LIFE IS NOT
IMPORTANT
EXCEPT IN
THE IMPACT
IT HAS ON
OTHER LIVES."**

- JACKIE ROBINSON



Zooming In and Out....

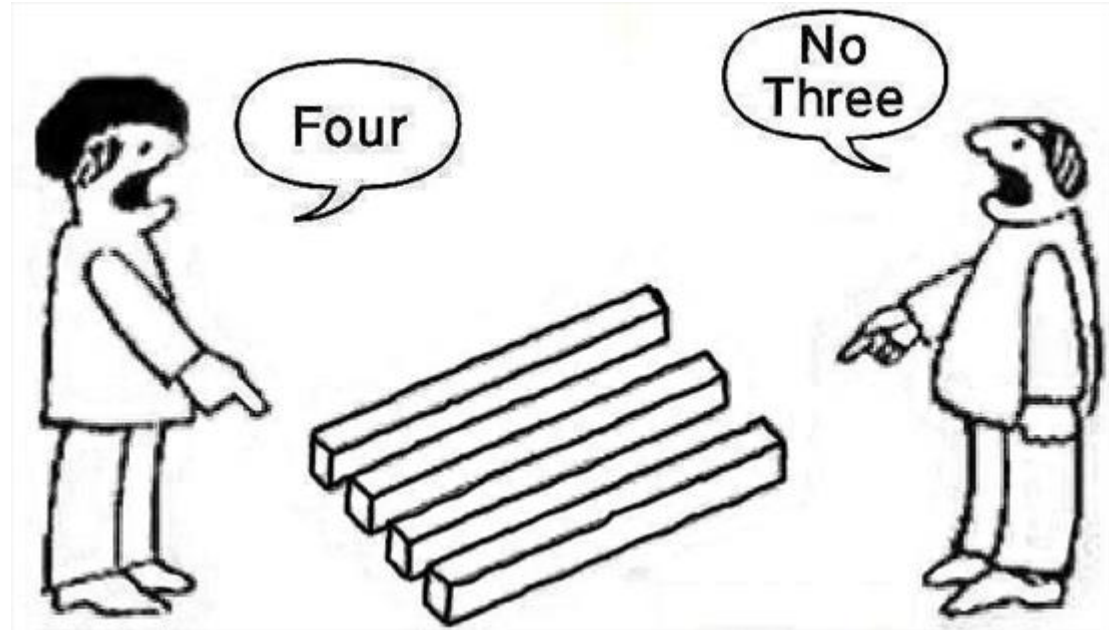
Zoom In, Zoom Out

Developed by Psychologist, Richard Weissbourd

Used to successfully take others' perspectives in highly charged situations

Zoom in on your perspective first

Then...Zoom Out to consider the perspective of the other person (Thinking and Feeling?)



Can we see others' point of view and business needs?

I didn't leave the impression I wanted to!

Step #3:

Understand your “Impact on Others”

Retirement Dinner Faux Pas



Began to PAUSE and reflect on the impression I was leaving with others!

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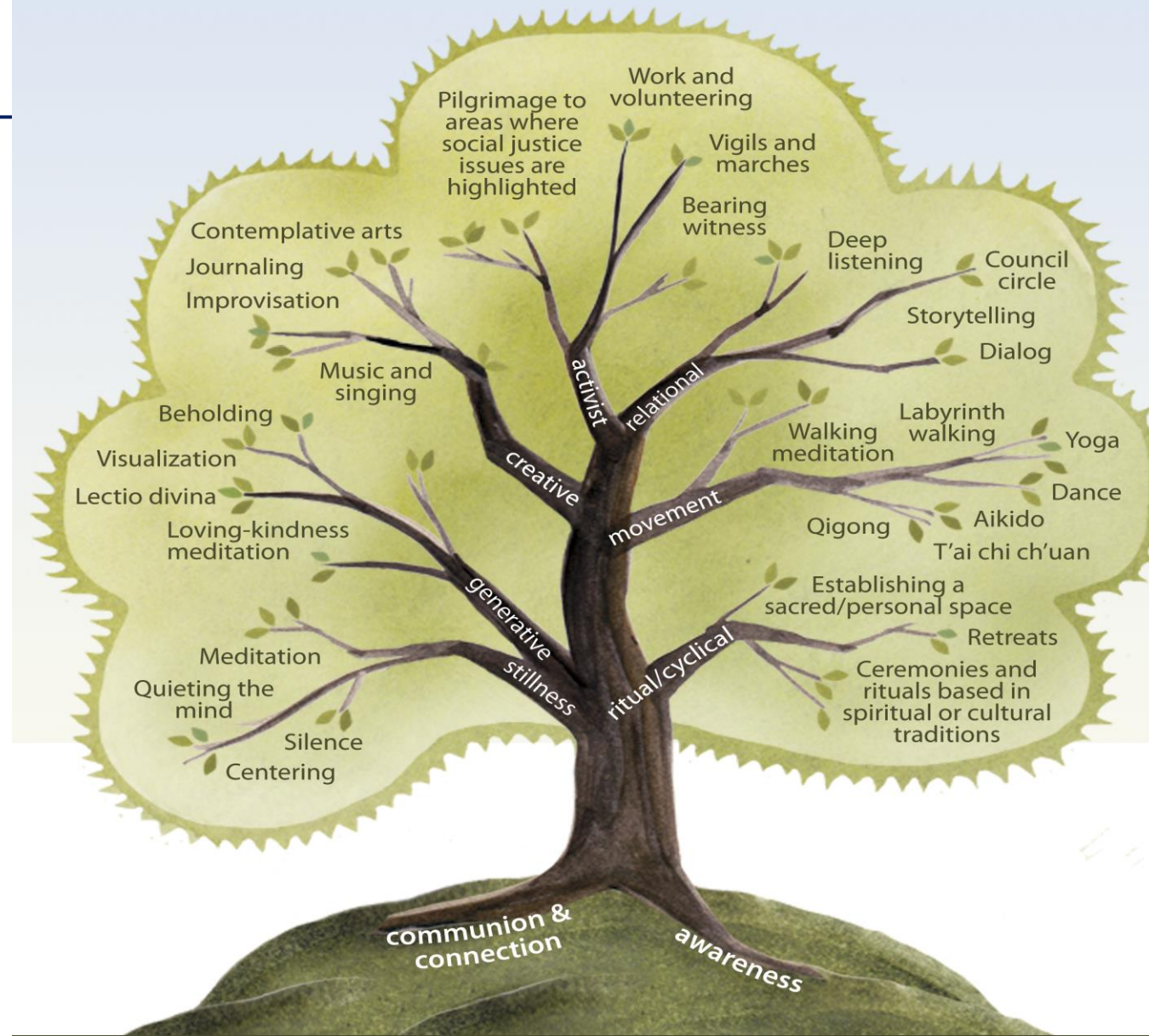
The non-judgmental view of things.....

Step #4:

Use contemplation to better
understand yourself and
PAUSE after emotional hijacks!

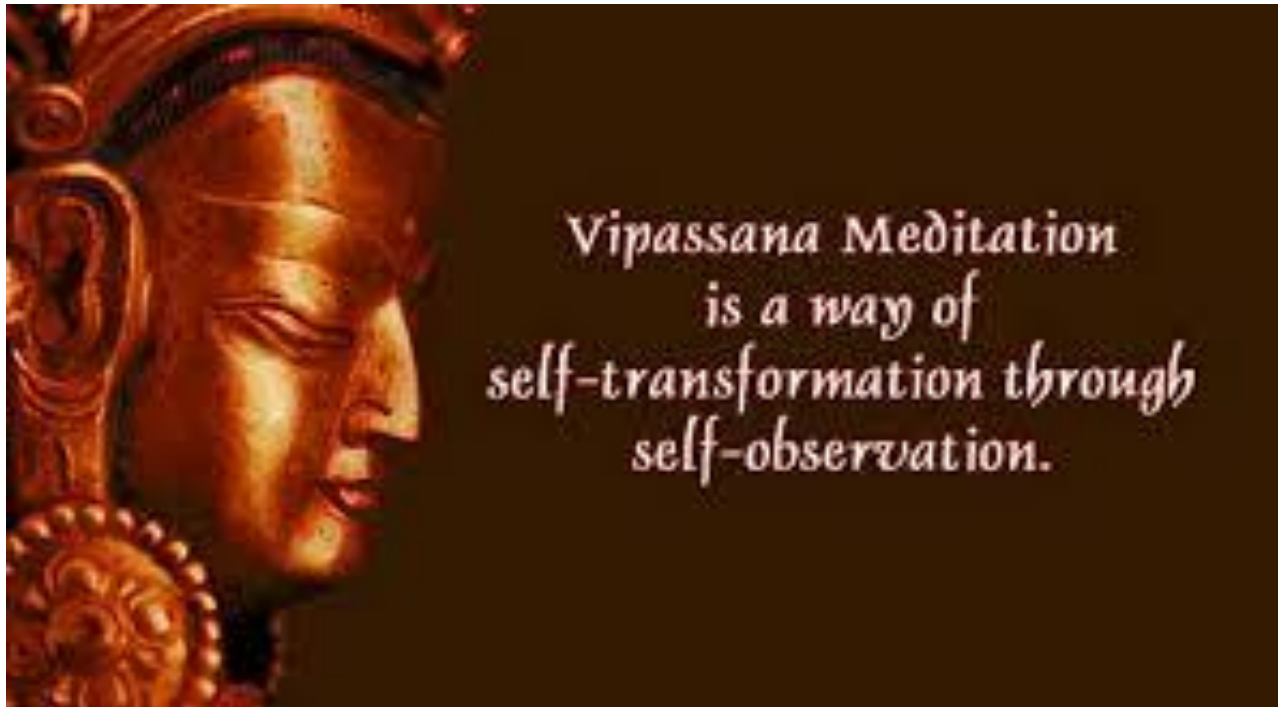
In the chat -what
contemplative practices do
you currently use to become
more mindful?

The Tree of Contemplative Practices



Turning inward and building self-awareness

Vipassana Meditation
(10 days of silence)

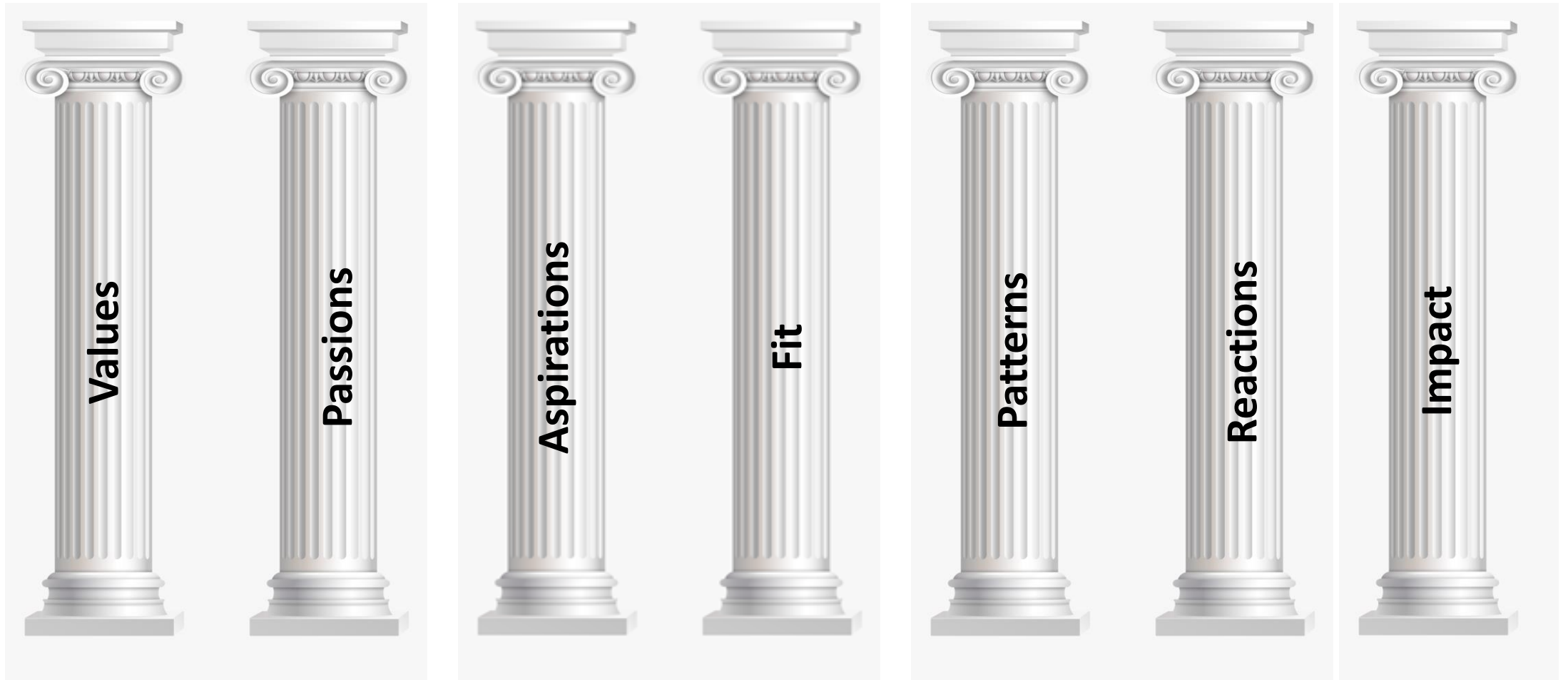


Centering Prayer
(Weekly at Church)



Meditation/Mindfulness became a daily practice AND helped understand the remaining 5 *Pillars of Insight!*

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Tasha Eurich conducted quantitative research on thousands of people and determined that

Self-aware people possess these 7 distinct types of insight that unaware people [don't].

Relaxed mind = Objective View of Total Picture

Step #5:

View “crisis events” through full awareness, empathy, and as learning experiences



COSTCO **WHOLESALE** 唯一官方旗舰店

全场包邮
官方正品

店所有商品 首页 科克兰专区 个护美妆 家居百货 数码家电 世界美食 品牌故事 买前必读

COSTCO **WHOLESALE** **天猫旗舰店**
盛大开幕



Strategic Planning Partners?

“Maybe we have the wrong people leading our business” X 2

No WIN situation

Zama, J
12/10/1



Where is this “trigger” coming from?

What is the other perspective?

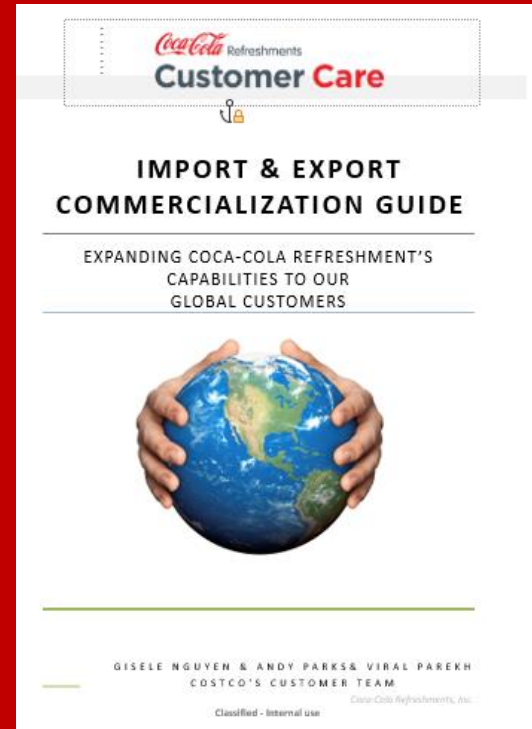
What would a self-aware highly EQ person do?

Seeing the “other perspective” led to success!

Happy Customer (Costco Taiwan) with an unique point of difference in the market...this is Barq's in Taiwan!! Only available at Costco!!



Best Practice Guide for use with other customer teams



Won global award out of 165 entries – team recognized as thought leaders





“Excellent in Leadership Skills Behaviors” –
2016 Performance Review, The Coca-Cola Company

It's not over yet.....

Step #6:

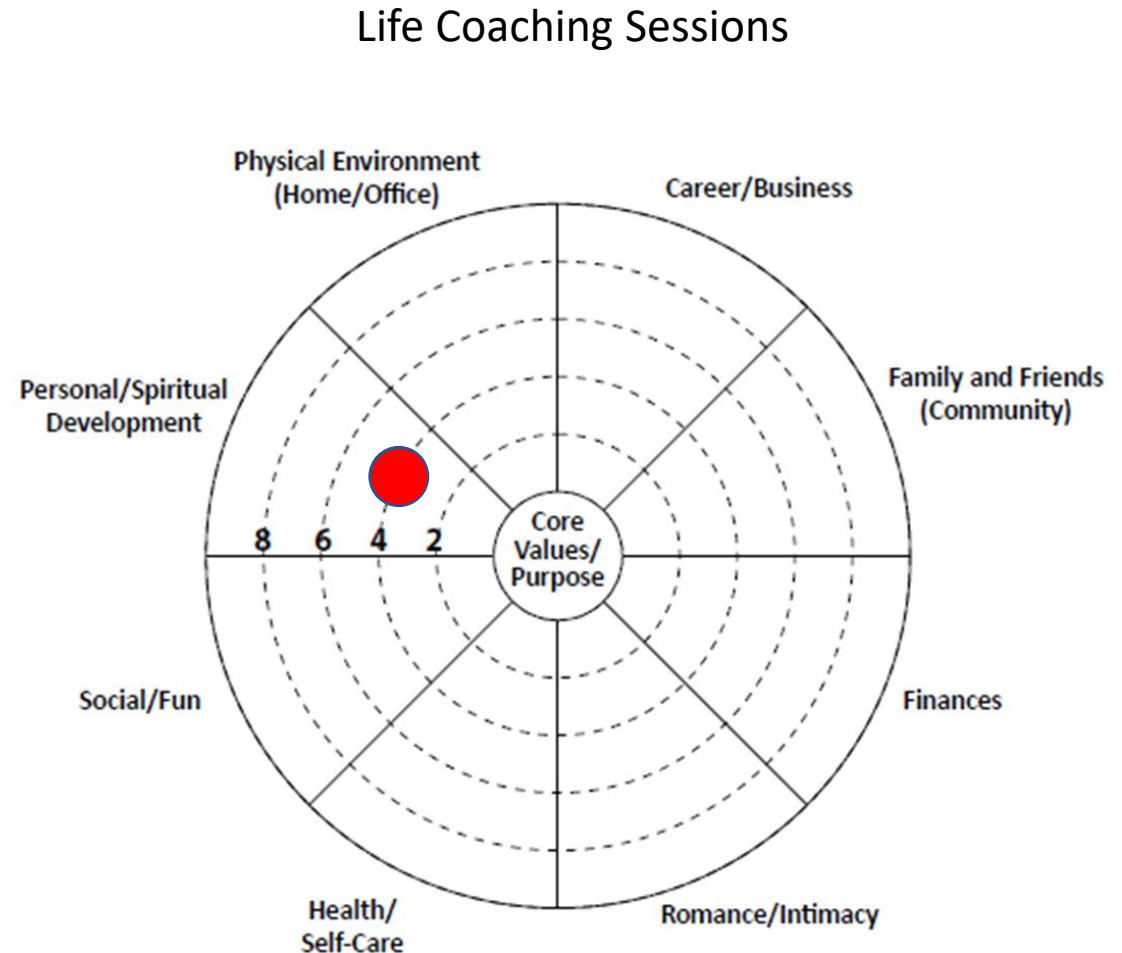
Align day-to-day actions with core values!

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Core Values Assessment: Recent Example 1/22

IDENTIFY YOUR
CORE VALUES
AND
WHERE YOU ARE
OUT OF
ALIGNMENT

SET GOALS TO
BRING BALANCE



THE MINDFUL LEADER WORKSHOP

SELF-MANAGEMENT

Leading from Insight versus Reaction

Presented by the Seattle National Pan-Hellenic Council in partnership with the CWU
College of Business and the Washington Employers for Racial Equity

WHAT YOU'LL LEARN

- Understanding your emotional triggers and where they come from
 - The benefit of using an emotional vocabulary
 - Listening to the wisdom of your emotions
 - How to take the perspective of others
 - Custom model to manage and control emotional hijacks
 - Leading with insight vs reaction
 - Mindfulness Practice Exercise
 - Much More!!
-



FACILITATED BY ANDY PARKS:

- Milton Kuolt Professor of Business
- Faculty Fellow - DEI Office
- Co-Founder of EQ for Professionals
- Seattle NPHC Board Member

Register Here



KEYNOTE SPEAKER, TRYMAINE GAITHER:

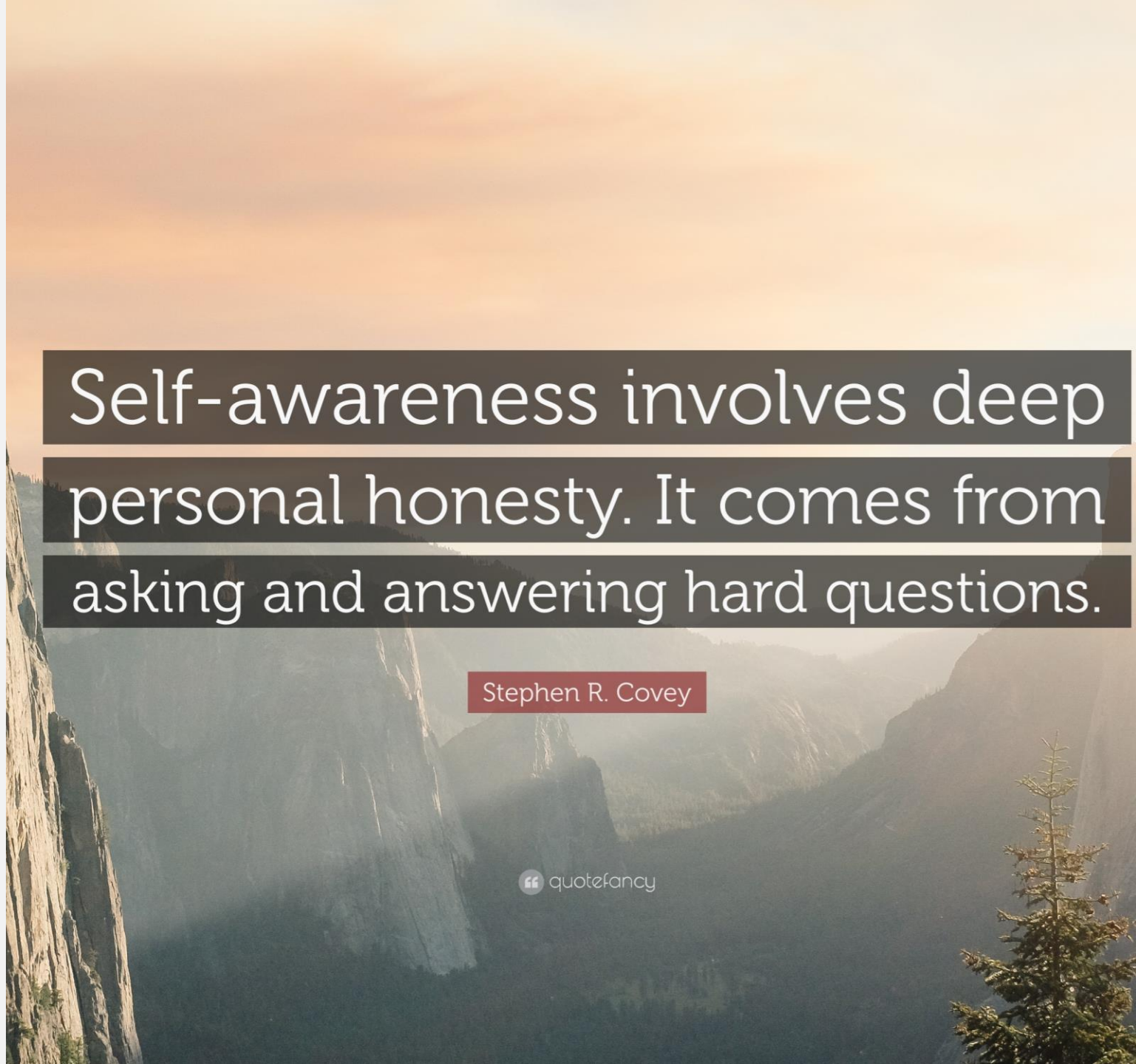
- Certified Mindfulness-Based Stress Reduction (MBSR) Teacher
- External Advisory Board Member- Center for Mindfulness at Brown University
- Special Assistant to the Provost for Inclusive Excellence at Washington State University
- 2021 Black Faculty Excellence Award: Washington State University

NOV. 19, 2022 - SATURDAY 10:00 AM - 11:30 AM

[Click Here to Register. Registration Deadline is Sunday, November 13th.](#) No pre-work is required and course materials will be sent immediately after registration closes. Each Participant will receive a Certificate of Completion

My Six Step Journey Summary:

1. Identify your core values
2. Become clear on your personal mission / purpose and work backwards
3. Understand your impact on others
4. Use contemplation to better understand your internal self
5. View “crisis events” through full awareness/empathy and as learning experiences
6. Align actions with core values



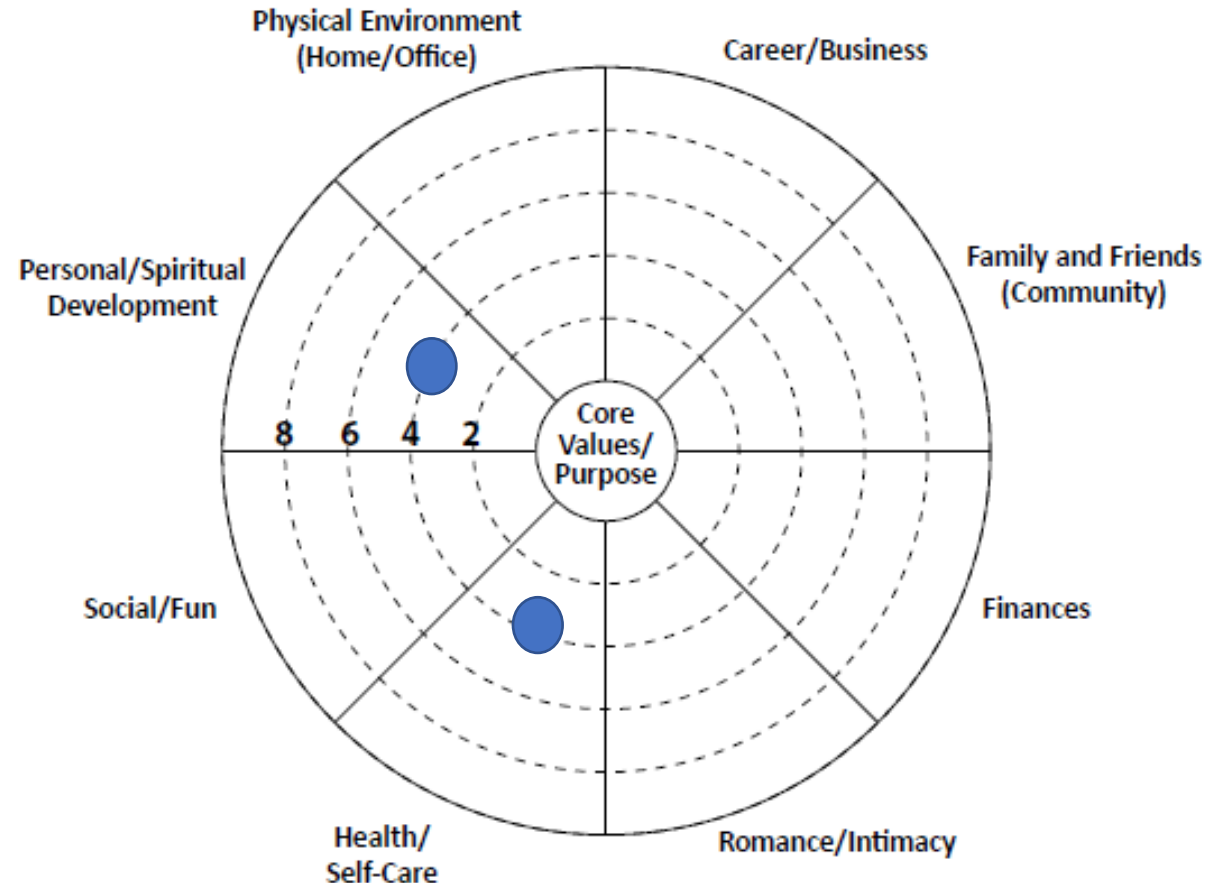
Self-awareness involves deep personal honesty. It comes from asking and answering hard questions.

Stephen R. Covey

quotefancy

After plotting your core values...develop YOUR personal SMART goals. Sent via email after workshop.

- Plot how “satisfied you are currently” with each area from 2-10
- Identify the two areas that are most out of alignment
- **Develop ONE action step for each area and write them below:**
- 1: Run a half-marathon in less than two hours by Dec. 31st, 2023
- 2: Enroll in mindfulness certification program by Aug. 1st, 2022



Benefit of mastering your Self-Awareness



**Remove the
mask and live
authentically!**



thank you!

Andy Parks



EQ4PROS™
BUILDING MINDFUL LEADERS