



Your Oxygen Mask First

17 Habits to Help High Achievers Survive & Thrive in Leadership & Life

Kevin Lawrence (Coach Kevin) - Author & Advisor to CEOs & Executive Teams

Straight-talking, Kevin Lawrence has tested virtually every leadership theory known to humankind and helped hundreds of CEOs and executives to break through challenges, grow their companies, and find personal success along the way. Kevin is also author of the highly regarded book *Your Oxygen Mask First*, and key contributor to *Scaling Up (Rockefeller Habits 2.0)*, for which he interviewed 50 successful CEOs of international, high-growth firms, about how the original Rockefeller Habits helped them to grow their business in different economies, industries and circumstances.

The Book



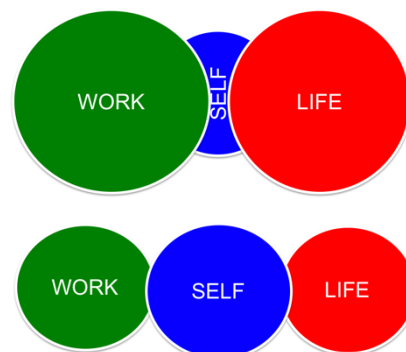
Kevin shares the 17 habits every high-achiever must adopt to survive and thrive in business and life. These are the insights and practical tools honed over 20 years coaching CEOs and executive teams, around the world. Bottom line? There is no 'in-between' with leadership: it either slowly destroys your life, or it forces you to get stronger.

"If you're looking for practical wisdom from a battle-tested field general of business coaching, look no further. This step-by-step guide enables CEOs to tap into their hidden wells of greatness, redefining success as being much more than a healthy balance sheet." - **Verne Harnish**, Founder, Entrepreneurs' Organization (EO) & author of *Scaling Up (Rockefeller Habits 2.0)*

The Idea

You need oxygen. All the time. In a plane crisis, your first instinct might be to leap into rescue mode, but you must don your own mask first. You're of no use to anyone if you can't breathe. **Leadership is no different.** Give yourself permission to put yourself first, and make your needs an unwavering priority, to be strong and resilient enough to be of service to others.

"There are books that are a philosophy and then books that are a roadmap. This is a book that combines the two and gives CEOs a practical step-by-step action plan to being world class performers." - Peter Bookah, The Transition Guy



The Keynote: *Your Oxygen Mask First*

From his highly praised book, Kevin shares the 17 habits every high-achiever must adopt to survive and thrive in business and life. These are the insights and practical tools honed over 20 years coaching CEOs and executive teams. Bottom line? There is no 'in-between' with leadership, it either slowly destroys your life, or it forces you to get stronger:

- The dichotomy of success – why some triumph and others get trampled
- How to double your resilience
- How to deal with your emotional junk and manage your mental health
- How to stop being chief Problem Solver and teach people to meet your standards
- How to plan to ensure the success you want, for your work, yourself and your life

"I heard Kevin speak about his book soon after the emotionally charged sale of my company, and the timing could not have been better. After completing his Resilience Self-Assessment, it was clear I had some work to do on dealing with my emotional junk – and so I did. Your Oxygen Mask First provided the catalyst that has led to profound changes in my life, and in my personal relationships and, for that, I am so grateful. Thank you, Kevin!" – Carmine Torella

When it Works

These 17 habits resonate most with high-performing leaders (and those who manage them), who:

- Are growing quickly and want to sustain the growth and high performance
- Know they desire much more but are stuck on how to get to the next level
- Have massive commitments and are uncertain of their capability
- Have hit a rough patch and are feeling overwhelmed, depleted or stressed
- Know they need to take better care of themselves but don't believe they have the time
- Get a lot of advice from others but it's just not working for them
- Feel overwhelmed, depleted or distressed by business.

"Your Oxygen Mask First is a stark reminder that you can't take care of business until you first take care of yourself. Lawrence's playbook offers a rich set of practices to help you achieve success with no regrets." — Liz Wiseman, bestselling author of Multipliers and Rookie Smarts

Business Outcomes

Practical takeaways for lasting results:

- Understand why it's so critical to put on *Your Oxygen Mask First* to be an effective, strong and generous leader
- Understand your current mental health, and how to become stronger
- Complete a Self-Assessment to determine your Wheel of Resilience
- Identify the #1 habit you need to improve your strength and performance (and your team members')
- Craft your personal Resilience Rituals
- Learn how to stay inspired and double your capability, for strategic (business) and personal fascinations, in the next 3 to 5 years
- Draft your Master Plan for work, self and life.