

**Resources
From Lee
Silber**

The Administrator's Edge

**Three Topics.
One Message.**

**You Got
This!**



CONFIDENCECONNECTION

Provided by Lee Silber

IT'S YOUR EDGE

Ways to Win The Day

We can't control a lot of things in the health care field, but we can control how we think, act, speak, and prepare to give ourselves, our staff, and our practice the best chance to succeed. It may mean improving the little things, but over time these small wins add up. That's what Lee's presentations and these materials are about.

We'll borrow best practices from some of the winningest coaches and programs, learn from one another, and leave with practical, actionable ideas we can put to work.

1. How Winners Think

Champions play to win—not to avoid losing. Learn how successful coaches develop a winning mindset, harness the power of positive thinking, stay focused on what matters most, and create confidence through preparation and belief.

2. What Winners Say

Words have power. Winning coaches use the right words at the right time to motivate, teach, inspire, and unite people around a common purpose. They communicate with clarity, intention, and impact.

3. How Winners Act

Actions speak louder than words. Winners carry themselves with quiet confidence, lead by example, and bring out the best in others. They build trust, encourage collaboration, and create cultures where people believe in themselves and one another.

4. What Winners Practice

Winners do what needs to be done—especially when it's hard. They are resourceful, reliable, resilient, and ready for whatever comes next. They take responsibility, hold themselves and others accountable, and consistently do the little things that lead to big results.

This fast-paced, engaging, and interactive program is packed with practical strategies participants can immediately apply to improve performance and build a winning culture.

LEE SILBER is the bestselling author of 28 books, founder of five companies, inventor of Hashmark—an iPhone app available on Apple—and co-host of a podcast on efficiency. He is best known as "The Facilitator of Fun" for his energetic, highly interactive presentations that keep audiences engaged while delivering practical, memorable takeaways. www.leesilber.com



The 7-Day Kindness Challenge

Proving, what we put out, we get back.

Compliments of **LEESILBER.COM**



1

Monday
Start Strong

Remember The Name of
Everyone You Meet Today



MAKE IT HAPPEN

1. Concentrate and listen.
2. Repeat and use the name.
3. Make a note of it.

2

Tuesday
Keep it Going

Praise and Compliment
10 People Today



MAKE IT HAPPEN

1. Praise actions and effort.
2. Focus on character traits.
3. Be specific and authentic.

3

Wednesday
You're on a Roll

Only Say Positive Things
Today—No Complaining



MAKE IT HAPPEN

1. Think it, but don't say it.
2. Look for the upside.
3. Track negativity.

4

Thursday
This Will Be Fun

Find Small, Thoughtful Ways
to Make 5 People's Day



MAKE IT HAPPEN

1. Exceed their expectations.
2. Make manners a priority.
3. Pay it forward / small gift.

5

Friday
Finish Strong

Make 3 People Feel Like
They Are Celebrities



MAKE IT HAPPEN

1. Ask thoughtful questions.
2. Listen with great interest.
3. Offer help in some way.

6

Saturday
Bonus Game

Imagine Switching Places
With Everyone You See



MAKE IT HAPPEN

1. What's their life like?
2. What makes them smile?
3. What do they need?

7

Sunday
Reflect

Take a Picture of Everything
You're Grateful For



MAKE IT HAPPEN

1. Text someone a thank you.
2. Call someone to check in.
3. Pause throughout the day.



Quiet Confidence

We know what credit unions can do, but we don't need to oversell it. We embrace it, celebrate it, and share stories about the benefits.

—Lee Silber

CONFIDENCE

Confidence is Knowing a Credit Union is the Best Place for a Person's Money.

ASCENT 2026

ONE

SIMPLIFY

Clarity equals confidence and helps you better explain credit union benefits.

TWO

CONTROL

Let go of the results and focus on what you control—doing *your* very best.

THREE

LISTEN

Pay attention to praise and give *yourself* a pat on the back for the small wins.

FOUR

CELEBRATE

Celebrate the fact that credit unions give back to the community.

FIVE

PREPARE

Practice, preparation, plans (and a Plan B) all boost your level of confidence.

SIX

OWNERSHIP

They say don't get high on your own supply. Yet, being members ourselves is key.

SEVEN

INTERACT

Make every interaction with you a memorable one and focus on winning the day.

EIGHT

PROJECT

Act confident. Stand tall, smile, ask for what you want, and always look *your* best.

NINE

RESOURCEFUL

Find ways to say yes, focus on solutions, and do the best you can with what you have.



Only Brush The Teeth You Want to Keep

This one-page infographic is filled with motivational life tips—like the one above.

—Lee Silber

WISE WORDS

From a Motivational Speaker Who Lives in a... Home by the Beach.

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01

Compete Against Yourself

Comparing yourself to others is a losing proposition. Winners look to beat their *own* best efforts.

02

Pretend Someone is Watching You

Always do the right thing—even when nobody is watching. It simplifies your life and leads to less stress and guilt.

03

You Do You

Embrace your uniqueness, natural tendencies, and what you want and like. Notice what you're doing when time flies.

04

It's Who You Know

Your network can influence your net worth. You attract key people by being helpful, likable, visible, and trustworthy.

05

Boring is Better

Routines, structure, discipline, and focus sound boring, but are strangely freeing. Take serious things seriously.

06

Learn to Sell

Selling yourself, your ideas, and your creations is a key skill made easier when it's less about you, and more about them.

07

No Excuses

You can't control outcomes. You can control effort. Going all in, giving 100%, and doing your best is how winning is done.

08

This Is The Secret Sauce

Only 1% of the population has written goals and a plan to achieve them. Be a one percenter.

09

Walk Your Talk

What do you want to be known for? Make sure you live your brand in everything you do and say.

10

Think Small

We can't change the world, we can change *our* world. Focus on small changes you can make in your own life—right now.

11

Be Your Own Best Friend

Who do you spend the most time with? The answer is yourself. Be kind to yourself—be your own best friend.

12

Focus

We can have anything in life we want, we just can't have everything. Focus on the best of everything—people, projects, paths.



We Want More People Joining Our Ranks

This one-page handout is filled with actionable items to make your practice the place to be.

—Lee Silber

THE TIME IS NOW

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12 Simple Ways to Create Joy on The Job Right Now

01

Rewrite It

Rewrite your job description to focus less on tasks and duties and more on what it means to you and who you serve.

02

Focus On The Possibilities

Don't be a complainer, be an explainer. Come with solutions about how you plan to improve and fix things.

03

Keep Energy Up

Keep your energy up by competing against yourself, using music to improve your mood, and keep a reminder of your goal close by.

04

Don't Be Boring

Every interaction counts, so make sure to make others feel special and want to share their experience with you with others.

05

Celebrate

Make it a point to acknowledge even the smallest wins during the day. Make sure everyone counts and you let them know.

06

Share The Credit

Collaborating boosts our confidence, allows us to teach and learn, get help, and have fun. Sharing the credit is a bargain for the benefits.

07

A Mindset Shift

Focus on what you have, not on what you don't have. During the day take pictures of things that make you smile and feel good.

08

Watch What You Say

Add the word "Yet" to the end of any negative statement to change its meaning. Use strong words like absolutely and 100%.

09

Walk Your Talk

What do you want to be known for? Make sure you live your brand in everything you do and say.

10

Think Small

We can't change the world, we can change *our* world. Focus on small changes you can make to improve your workplace.

12

Kindness Counts

Improve remembering names, keep a stack of thank you cards handy, and go the extra mile and comment on other people's posts.

What I Can I Give

It takes no more time to see the good side of things. Look for people to compliment and know that what you put out comes back.



Getting To Wow!

This one-page handout features stories of credit unions made people say “wow” and what we can borrow for our office.

—Lee Silber

JUST SAY WOW

When It Comes to Exceptional Service, Nothing Compares to the Credit Union Way

THE CREDIT UNION WAY

01

Shoes

When Kim Bergeron learned a girl in her financial literacy class was in foster care and had holes in her shoes, on a break she left and bought her new ones.

02

Tires

Late on a Friday Mike DeShazo got a frantic call from a member at a tire store—his debit card wouldn't work and they wouldn't release his car. Mike paid the bill.

03

Babies

Courtney Cantwell was across the country when her water broke... at 15 weeks. Her credit union provided housing, a car, meals, and support while her son was in the NICU.

04

Notary

A man came in to simply have his divorce papers notarized. This led to a longterm partnership as Erin White helped him get his finances and his life back on track.

05

Cell Phone

In Montana, everything is far away. Ranel Smith recalls a man coming in to the branch to ask for help with his cell phone. Why? He trusted his credit union.

06

Trucks

A couple came in for a loan to repair an old truck. Maddie Dahlby—with no judgement—found ways to clean up their finances so they could buy a *new* truck.

07

Time Off

When Anne Legg heard a teller was still working while her husband was fighting cancer miles away, she went to HR and they created a way to gift PTO to others.

08

Coins

The branch manager noticed a man with a bag of coins waiting in a long line. He offered to roll them for him. This small act led that man to deposit \$200K.

09

Titles

Wendy Bond phoned a member about a late payment—it slipped her mind, her husband was dying. Now she needed help with the title to her home. Wendy delivered.

10

Clothing

Nanci Wilson started a clothing exchange when she saw there was a need in the community. It turned out her fellow CU employees needed the help as well.

11

Divorce

Meghann Dawson's husband left her with less than nothing in the divorce so she turned to her credit union. They helped her get back on her feet.

12

Bears

I led a CU event with teddy bear-building and plans to donate the bears to Seattle hospitals with kids facing surgery. Cindy Parker took a taxi all over town to deliver the bears.



Which Van Halen Singer is Better?

If you rate each singer—David Lee Roth vs Sammy Hagar—Van Halen sold more records and filled larger arenas with Hagar at the helm, the band's replacement for Roth.

—Lee Silber

NEXT PERSON UP

Getting Your People Ready to Step Up and Step In When Needed.

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01

Phil Collins

When Peter Gabriel left Genesis the band promoted drummer Phil Collins to lead vocals and the band reached new heights. **Hire and train for versatility.**

02

Tom Brady

Tom Brady prepared like he would play so when Drew Bledsoe went down, he was ready. **Conduct stress tests so backups can hit the ground running.**

03

Elisabeth Shue

Claudia Wells played Jennifer in the first *Back to the Future*, but left to take care for her mother. Elisabeth Shue replaced Wells in the role. **Hire the right replacement.**

04

Tim Cook

Steve Jobs liked and respected Tim Cook and took the time to guide and teach him how to take over when he was gone. **Mentor and train your successor.**

05

KISS

KISS Founders Gene Simmons and Paul Stanley have employed a rotation of bandmates and yet they don't miss a beat. **Create a system others can step into.**

06

Erik Nordstrom

Erik Nordstrom started in the stockroom of his family's business but had to work his way up to the e-suite just like everyone else. **Promote from within.**

07

Kirstie Alley

When Shelley Long left the hit show *Cheers* Kirstie Alley was hired and welcomed with open arms by the cast and crew, **Create a welcoming culture.**

08

Joe Flacco

Former Super Bowl MVP Joe Flacco was sitting on his couch when the Browns asked him to join the team mid-season. **Have a playbook for each position.**

09

Arnel Pineda

Pineda was living in the Philippines when Journey saw his YouTube video and hired him to replace Steve Perry. **Find talent and give them a chance to shine.**

10

Carrie Underwood

When Katy Perry left *American Idol* the producers chose former winner and superstar Carrie Underwood to be a judge. **Look for proven people to promote.**

11

Oprah Winfrey

Gayle King and Oprah first met when both were journalists at a Baltimore news station—always supporting one another. **Helping others get ahead helps you, too.**

12

Aaron Judge

Yankees superstar Aaron Judge struggled mightily when first called up to the big leagues. **Make it okay for people to try new things and possibly struggle at first.**