

Executive Commute with Jayson Krause

Episode 4 Resource

How to build a culture of resilience

First of all, *why* is this question important?

A true mindset of resilience enables people to embrace struggle, celebrate bounce-back, take risks, and accelerate their development.

Remember:

- #1: **Definition of hypertrophy:** When a muscle is subjected to stress or resistance, it adapts by growing.
- #2: **Powerful cultures** are developed through intentional inputs into your environment and the commitment and repetition of those inputs.
- #3: **Normalizing failure** as an intentional cultural input reinforces what's acceptable and important

Hypertrophic Resume: A tool for socializing your pains and your gains

Reflect on the questions below and share your celebration of failure with your team. Even better, send this to the team and have everyone share theirs together.

Recall an event that was difficult or painful:

- What was *most* difficult about it?
- What *positive* lesson did it offer over time?
- What do you see as the *primary benefit* of an otherwise painful situation?
- How has this *helped shape* who you are today?

How to turn a loss into a WIN with your people

Consider the foundational questions below to help you coach team members leverage a failure and turn it into a *building block* for what's next.

- What's *most* painful for you right now? [be curious]
- Ten years from now, imagine yourself running this company. What would you say to a new hire about how this experience was *critical* for your growth?
- What's important *now*?

After you've explored this, let us know how it went. What worked, what didn't or what questions do you have. You can leave us a message or voicemail at [executivecommute.com](https://www.executivecommute.com).