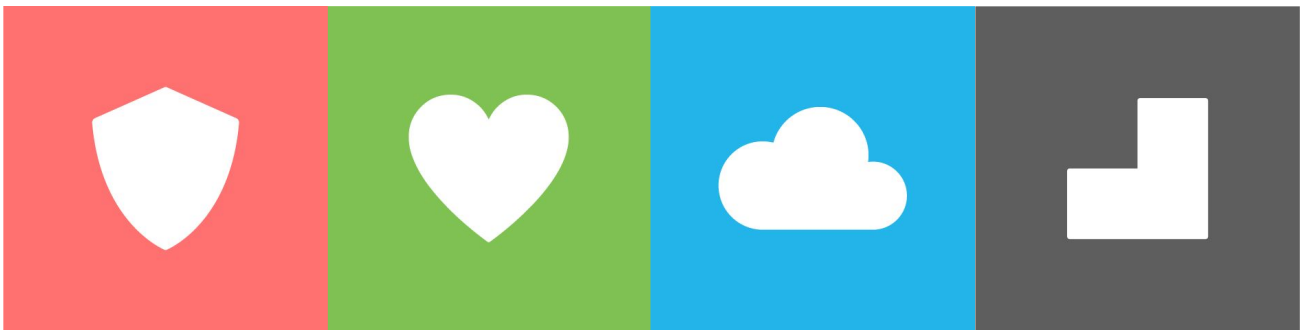


# You're a Champion.

**/Thinking pattern.**

# Champions fight for a cause.

**Outcome-creating.**



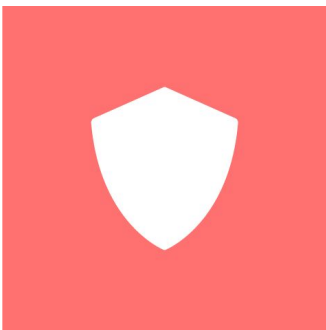
About 6% of the population  
are Champions.

Champions create  
outcomes by fighting on  
behalf of others.

You have tough  
conversations for action.

# Champions Driven by Courage.

Outcome-creating.



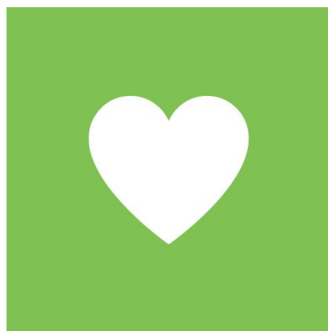
You are energized by tough challenges.

You take 'big' actions.

With Courage, you exercise will and champion. You set the when. You do what's difficult. You offer determination and risk-taking.

# Champions are anchored to **Ethics**.

**Outcome-creating.**



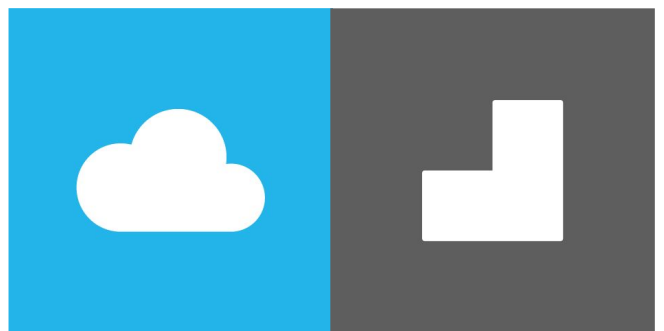
You value accuracy and  
fairness.

You choreograph roles and  
responsibilities.

With Ethics, you have  
conversations for commitment

# You create outcomes with **Vision & Reality**

**Outcome-creating.**



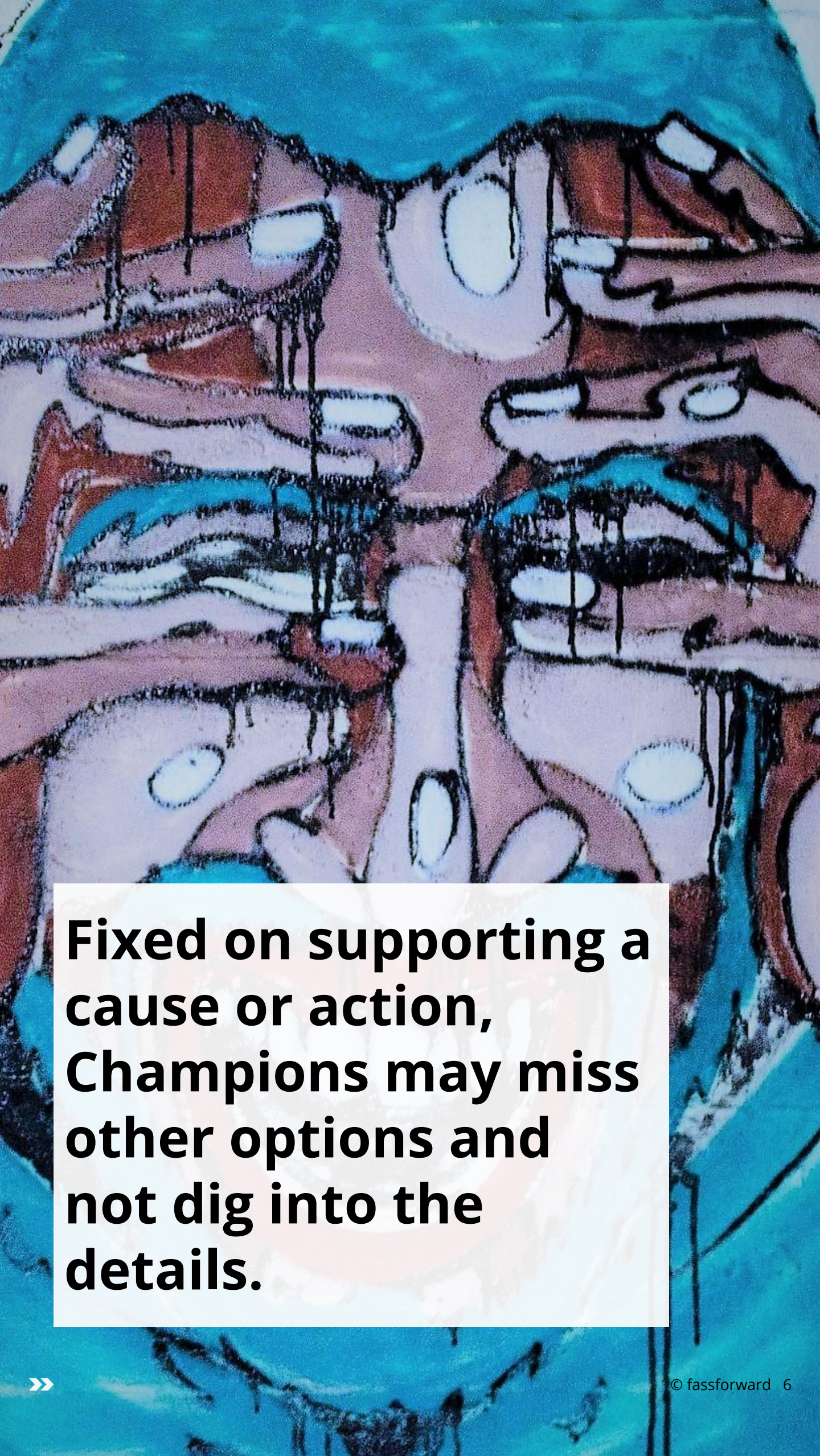
Aligning to a bigger picture.

Creating plans that give  
people a "how-to".

With Vision, you inspire and set  
direction.

With Reality, you have  
conversations for facts and  
assessment.



The background is a complex, abstract artwork. It features several stylized, overlapping faces or masks in shades of brown, tan, and pink. The faces have large, white, oval eyes and some have open mouths showing teeth. Dark, thick lines, possibly representing paint or ink, drip down from the faces and other parts of the composition. The overall color palette is dominated by earthy tones (browns, tans, pinks) and a vibrant teal or turquoise at the top and bottom. The texture appears grainy, like a painting or a high-quality print.

**Fixed on supporting a cause or action, Champions may miss other options and not dig into the details.**



# Generate 3 options.

When you find yourself reacting to problems and under stress, focus on Vision.

What could I do differently?

What are my options?

Is this critical to my future?

Ask, don't tell. Have conversations that are:

In context

Have possibility

Systemic

# Write the facts down.

When you find yourself reacting to problems and under stress, focus on Reality.

Do I have data to support this?

What are the other relevant facts?

How do I plan to do this?

Ask, don't tell. Have conversations that are:

Fact-based

Planning-based

Detailed



# More Thinking Patterns<sup>SM</sup>.

    Mediator

    Advocate

    Idealist

    Analyst

    Innovator

    Evangelist

    Champion

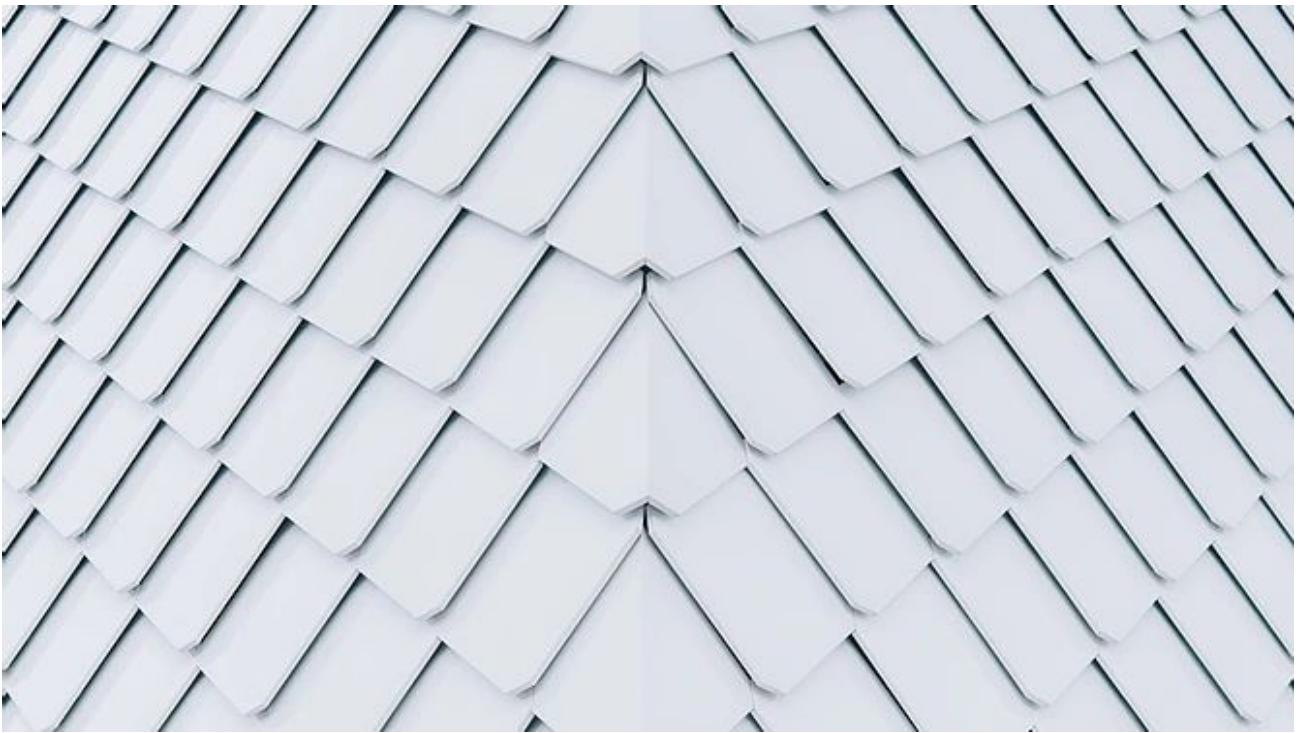
    Entrepreneur

    Operator

    Steward

    Pragmatist

    Strategist



## Thinking Patterns — How you think, act, and lead.

I remember getting a call from a recruiter about a sales and marketing job for a high-tech start-up. I was working at a Fortune 500 company. After several promotions, I had a nice

[... more](#)



The How Company

## About fassforward.

Over the years, clients have come to call us “The How Company” because we keep it practical, outcome-based, and rooted in neuroscience — all to help our clients learn, lead, and communicate more effectively.

We work in two areas:  
Business Leadership and  
Business Storytelling.

Our [Coaching](#) is a thinking partnership to help leaders think differently and create outcomes.

Our [Training](#) programs focus on closing the “Thursday-Monday gap” — the gap between ‘aha’ and practical application at work.