

# It's About Status

## 10 Point Checklist

### Scott Eck

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



# 10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Authentically look for the best in each individual. Rather than seeing someone as a threat, look for their potential and explore ways to collaborate and get more done effectively and efficiently.
- Keep my ego in check. Have the humility to recognize other people's talents, give voice to them, and support them.
- Learn Scott's Rules of Status and discover useful applications for my personal and leadership growth.
- Accelerate growth by operating on an equal high-status basis together with the people around me.
- Retrain my brain into acknowledging the personal value and strength of others. Find common ground.
- Face conflict with the intention of knowing the backstory first. Do not react but aim to respond. As Nelson Mandela said, "Our reaction is the enemy."
- Be compassionate, patient, gracious, gentle, and kind in dealing with a person's backstory.
- Create high-status environments for the younger generation. They are the future. Expose them to an environment where they have the opportunity to add value and create a positive impact.
- Discover and experience an innovative way of leadership training through Scott's leadership theater events. Participate in events like [Shackleton Experience](#), [The Mandela Architecture](#), [Elizabeth I: Diversity & Governance](#), [The Enigma Team](#).
- Grab a copy of Scott's book called [The Status Solution](#) and understand the five rules of status that I can apply to help innovate my leadership and influence.