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**CONTAGIOUS CULTURE:
Show Up, Set the Tone, & Intentionally Create an Organization that Thrives**

By Anese Cavanaugh

“Illuminating and empowering, this book is an asset for anyone seeking to find balance in leadership and living.”

-- **David Schonthal, Co-Founder, MATTER**

We’ve hit an interesting time in history where we have greater ability than ever before to do more, be more, strive harder, and push further. But with this ability to do more comes a downside: burnout is high, truly inspiring leaders and invested team players are rare, and the pace of fast business and hard demands has become unsustainable. In order for us to innovate to the next level of business, a new kind of leadership is required. One that is intentional in fostering truly engaged, present, and focused leaders and energized, proactive, and impactful workplaces.

Award-winning leadership advisor and strategist **Anese Cavanaugh** argues this next era of leadership begins with an inside-out approach that can make the difference between being the leader people *want* to follow, versus *have* to follow, the difference between *surviving* and *thriving*, and the difference between *rejuvenated* and *burned out*. In **CONTAGIOUS CULTURE: Show Up, Set the Tone, & Intentionally Create an Organization that Thrives** (McGraw-Hill Education; hardcover; November 16, 2015), Cavanaugh draws on over a decade’s worth of experience working with corporate America to offer her signature Intentional Energetic Presence Method® (IEP), a pervasive model that drives leaders to show up and create a culture of trust and accountability that others can count on and be inspired by. The IEP Method® has equipped executives and employees at some of the most innovative and inspiring companies in the world, such as IDEO, Zingerman’s Community of Businesses, and user experience design and strategy firm Cooper, with strategies and tools to enhance their executive presence, leadership competencies, collaboration skills, and connection to meaning and purpose in order to foster healthy cultures of leadership and accountability at every rank.

“Your ability to grow others, hold space, and truly optimize impact is highly dependent on your presence, your own growth, and your relationship with yourself,” writes Cavanaugh. “So in order to lead others, you must lead yourself first.”

This begins with an individual’s Intentional Energetic Presence (IEP); the intentions you hold, the energy you bring into the room, your overall presence, and how present you are in the moment. IEP is deciding consciously how you want to show up, what impact you want to have, how you want people to experience you, and what you want to create – in this moment, or in the arc of your life. It’s about deciding how you want to create space for yourself and honor your own needs so you have the strongest base to lead from. IEP is contagious. Day by day, moment by moment, leaders *set the tone* for a culture of intentional energetic presence when they choose their actions with care and intent. In turn, their employees enjoy working for them, perform better, and feel empowered to lead their own IEP and contribute to a healthy and successful workplace culture. IEP is the difference between walking into a meeting feeling exhausted, resentful and burdened with no one fully present, and one in which everyone is present, armed with their best thinking, a clear purpose, and intentional outcomes. It can also be the difference between being a leader people *WANT* to follow and give

their best thinking to (because you're inspiring, show up well, and they feel valued), versus *HAVE* to follow (because you give them a paycheck and you're their boss).

Cavanaugh shares, "No matter how brilliant someone is, or how skilled, if their IEP is off, they're at best likely leaving huge opportunities on the table, and at worst they're doing some serious damage to rapport, morale, and the overall enthusiasm and energy of a team or another human being."

The IEP Method® has three primary components that operate and build upon one another at all times:

- **Reboot your presence.** When you're checked out, distracted, or need to get your head back into the game, Cavanaugh teaches how to do a quick 5-step process to reboot your presence and choose your impact and how you want to show up in the moment. The Presence Reboot is happening moment to moment throughout your day.
- **Create intentional impact.** Crafting thoughtful intentions throughout the day allows us to happen *to* our lives, versus our lives happening *to* us, and enhances our ability to positively impact another human being. With Cavanaugh's framework, intention setting becomes a leadership super power for making what you want happen. Intention setting is happening for your day, your hour, or any meeting, conversation, or engagement you have coming up. From meetings, to conversations with your child, to sales calls, to feedback discussions, to dating... creating intentional impact is core to leadership success.
- **Build a strong IEP foundation.** In every moment, you are contributing to either building or depleting your own IEP foundation, which includes personal nourishment and self-care, mindset, emotional authenticity, physical presence, relationship health, and the ability to bounce back when something goes off the rails or someone hits you with a bunch of negative energy. The stronger your IEP foundation, the easier it is to have the energy, stamina, and resiliency that is required for navigating change and leading in today's world. Additionally, the stronger one's foundation, the greater their power to influence and invite others to show up, be accountable, and recognize the role they play in their own world and creating a healthy culture. Building a strong foundation (or not) is happening everyday, in every moment. Cavanaugh talks about it as a daily practice, like brushing your teeth or exercising.

While people often think they need to work from the *outside in* – focusing on skills and abilities first, working from the inside out allows for more optimal, sustainable, and energizing impact (making those leadership skills and competencies easier to master and more effective to use). It also creates more presence and space, resulting in less overwhelm, "busy", and burnout. Cavanaugh structures building a strong foundation into four layers that ripple from the inside out:

1. **The Essential You (at the core).** Define and cultivate your values, vision, purpose, and your authentic you. Identify, and own, your own grounded energetic space.
2. **Energy and Presence.** Take great care of yourself, set yourself up for success, show up really, really well, and be intentional about it all. Both internal and external, this layer hones everything from flourishing relationships to the amount of exercise and sleep you give yourself. It's about bringing emotional authenticity to the table and making your presence a contribution.
3. **Skills and Competencies.** When you combine layers 1, 2, and 4 with your skills and leadership prowess, you have a much better chance of creating your desired impact *while* feeling good.
4. **Impact (outermost layer).** Clarify and intend for the impact you genuinely want to have. The stronger your foundation and the clearer your intended impact, the more likely you'll be to create your desired results.

In **CONTAGIOUS CULTURE**, Cavanaugh goes on to provide specific tools and assessments for leaders and organizations to utilize in times of stress, doubt, and uncertainty. From what to do when a good hire goes bad to how to protect your own "energetic bubble" from another's negativity, the book is much more than a leadership guide. It's a complete cultural mind-shift that embraces infectious energy and enthusiasm at all levels and functions of an organization in order to elevate the capabilities of all leaders and all employees to spot new opportunities and to see their day-to-day work in new ways.

About the Author



Anese Cavanaugh is the award-winning creator of the IEP Method® (Intentional Energetic Presence®) as well as an advisor and thinking partner to leaders and organizations committed to creating significant positive impact, authentic leadership, and healthy cultures. Cavanaugh built the IEP Method to help people unlock even greater leadership potential, collaborate more inspiringly, create more openly, intuit more bravely, and lead more joyfully and effectively. As a leading voice on intention, energy, and presence in leadership, collaboration, and cultural optimization, she’s devoted to helping people show up and bring their best selves to the table in order to create impact in the world while feeling amazing doing so.

Calling her work “powerful and transformational,” clients say Cavanaugh “builds creative leaders,” “gets people having honest conversations,” and “unlocks potential.” Working with executives and organizations in different industries—design, hospitality, tech, entertainment, law, education, medical, and nonprofit—she helps people show up more powerfully and work together more effectively. Some of her clients and program attendees have included top innovators and executives in companies such as IDEO, Zingerman’s, Cooper, Fitbit, and Joie de Vivre, to help strengthen team health, maximize leadership impact, and optimize company culture.

Cavanaugh is a worldwide speaker, presenting on stages at Stanford University, Inc., InBound, Emerging Women, and other entrepreneurial conferences and organizational events. Her topics include showing up, strengthening team health, maximizing leadership impact, and improving company culture. You can find her on her blog at AneseCavanaugh.com as well as her weekly Inc.com column “Showing Up.” She is regularly featured as a guest on podcasts and occasionally writes for other publications like The Huffington Post and CEO.com.

In addition to being an active entrepreneur, advisor, writer, movement-maker, and speaker for the last 13 years, Anese is also mom to two kids and two rescue dogs in Rocklin, California.

About the Book



CONTAGIOUS CULTURE: Show Up, Set the Tone, & Intentionally Create an Organization that Thrives

By Anese Cavanaugh

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An Interview with Anese Cavanaugh, author of CONTAGIOUS CULTURE

Q: Why did you write this book?

A: I felt called to. About two years ago, I started to notice that I was getting multiple requests every week for “the book.” Every time I would speak, go to a client company, or work with someone privately, I would be asked where “the book” was (I even received an e-mail from an 11 year old looking for “the book”). I also had a strong desire to impact as many people as possible and help them optimize their own leadership and life design by being able to access this content in a really easy manner, and I knew, without “the book,” I was the bottleneck. I also knew that even though people came to me primarily for business and leadership reasons, this content applies to people at work, at home, with their kid, in their classrooms, in the field, you name it. I wanted to make it more widely available to those people, too. So, I answered the call.

That’s the high level answer. The deeper, more heartfelt answer is that, from the bottom of my heart, I believe and have seen that we can create tremendous impact – but we have to take care of ourselves to do so. It is of the utmost importance to have what I call the leadership trifecta (impact, self-care, and people care) in order to be the best leader possible. When you have a bunch of people working together and showing up in a way that creates impact, brings people with them, and has them feeling nourished – the culture that gets created is simply healthier.

Finally, when people think of culture, they often think it’s the infamous “*they*” that creates the culture; the leadership team or the organization. They often take themselves out of it, which I’ve found to be neither true nor helpful. *We all* create the culture by how we show up. We emanate the culture. The culture starts with us. Our presence has a bigger impact than our skills, and we have very little control over changing other people – we can only change ourselves. When people create a bit of space for themselves, attend to their own mindset, exercise intention, and really look at how they’re showing up and contributing to creating their results, they can shift a lot. People respond to our intention, energy, and presence. When we shift that – things ripple.

Q: How is culture contagious?

A: You likely see it every day. You walk into the office, you’re having a great morning, and you run into your colleague. “Hi! Good morning!” Chipper, happy, and ready to take on the day. And your colleague responds with, “Ugh, I don’t know. It’s gonna be a tough day today.” Or, “I’m so tired, I’m not a morning person. My commute in sucked. Can you believe ‘George’ did this to me? It’s impossible to get anything done around here!” If you’re not good at holding your state and being intentional about how you want to show up and what kind of day you want to create, it’ll be easy to get sucked in, lower your vibe, climb onto the wagon of “ick,” and participate in a downward spiral, likely taking others with you. This happens at work, at home, in the grocery store... Contagious.

Fortunately, this is true in the opposite direction as well: you walk in, hold your state, say good morning, have authentically positive energy, and whomever you’re talking with (who may have been in a negative state) is impacted, shifting their own mindset and attitude and raising their own level of vibration. They then go and pay that forward with the next person they connect with. You get curious about what’s going on in the room with a meeting if it feels off – introducing the energy of genuine curiosity and care into the room – and the room opens up. You shift your assumptions about the gal that just walked in (that had you get careful), and she shows up better. You take accountability for dropping the ball, or take ownership for making something happen, and others step into their own accountability. You believe in someone, they feel it, they show up bigger. You don’t believe in someone, they feel it, and they fail. Contagious.

The great news is that we’re the common denominator wherever we go, we’re always having an impact, and we have big influence over what that impact will be and what we want to “infect” others with. Our own self-care matters here, our presence, our thoughts, our language, our intentions, the energy we bring to the table – it all creates impact. We are contagious.

Q: You have over a decade's worth of experience in developing leaders and working with some of the country's top companies – what are the signs of an unhealthy organization?

A: In the book I talk about the “Super 7” for cultural health, so you can find a lot there. Here are some things you might see in an unhealthy organization: Lack of awareness or alignment in organizational vision, values, and purpose – people aren't clear why they're there or how their own values align with the organization's values (if the organization has even identified them), so there's a lack of grounding and shared connection for what they all stand for together. People may feel burnt out, confused, not valued, not on purpose. This may manifest as gossip, a lot of sick time, and just general “blech”. Another sign is measurement and reward systems that cultivate a culture of CYA, competition, and prioritizing results over people and collaboration. Other signs? A lack of gratitude and acknowledgement for what people are up to. Lots of gossip, back channeling, closed doors, secret meetings, stuffy environments, a big presence of the infamous “they”, unintentional meetings, unintentional impact, poor time integrity, a “j.o.b. mindset” which has people watching the clock, carefulness, hierarchical behaviors (hierarchy is rarely the problem; it's the energy and behaviors of hierarchy that create cultural disease), poor or unintentional feedback mechanisms – or no feedback mechanisms at all, values incongruence (we say we value risk taking and work-life balance, but failure is punished – if only energetically, and people are made wrong for taking time off, leaving on time, and taking care of themselves).

Q: What is an example of a company doing IEP well?

A: They attend to the different layers of the IEP model intentionally. They're clear on their vision, purpose, and values – everyone knows what they are and wants to be there because of what they're up to in the world. They set themselves up for physical and environmental energetic success by being intentional about the food they provide on site and at meetings, allowing and encouraging space for personal nourishment and flexibility for people to take care of themselves. They have agreements in place for how they want to be together, engage conflict, manage meetings, and hold accountability. They're grateful, acknowledging each other not only for what they do, but who they are and how they show up. They have a “direct engagement” kind of policy which encourages (and holds people accountable for) having honest conversations and going straight to the source when conflict arises. They create space for risk and celebrate the learning in failure. People have clear roles and know what they can be counted on for. Feedback is given in a timely manner with next steps to support them in their growth. People know that they matter, and how their jobs are linked to results and impact – they know that what they're doing is contributing to the bottom line and having an impact, and they feel seen. There's a general intention of care and contribution throughout the organization – everybody wants everybody to win. They have facility with identifying their state and being intentional about their impact. Meetings are intentional, timely, and have the right people in them. Measurement and reward systems pay attention to numbers and the bottom line, while also rewarding a mindset of collaboration and helping each other do well.

Q: If readers took one thing away from your book, what would it be?

A: Ah! Just one? Okay, how about a build? Here's what I'd want them to know: How they show up matters *and* they get to decide how they show up. It is within their control. They have to take really great care of themselves (in whatever way that means for them personally) in order to show up well and be the strongest and best instrument of change possible. And everything they need to do to set themselves up well starts with them. It's all about showing up.

Q: What's next for you?

A: A nap. Just kidding. Next year we'll be opening up Stewardship to help people bring this work into their organizations more intentionally and in a way that's sticky and authentic to their own culture and desires. We've got some fun products coming down the pike to support individual and cultural IEP that we'll be releasing in 2016. We're working on a pay-it-forward program for tackling youth leadership and getting them more access to this work. And I've recently been called to tackle a new project close to my heart involving leadership, impact, and IEP in the domain of relationships, that I'll be stepping into.

ANESE CAVANAUGH'S FIVE COMPONENTS OF SHOWING UP

(The Good, the Bad, and the Ugly)

Adapted from CONTAGIOUS CULTURE: Show Up, Set the Tone, & Intentionally Create an Organization that Thrives

Showing Up breaks into five main components: intention, energy, presence, action and skills, and impact.

Creating leadership that thrives (and therefore a culture that thrives) requires that you “Show Up” first. The five components of showing up and creating impact all work together. Enter at any point. For best results, start with “Intention” as it fortifies and accelerates every single component.

Intention is what you want to have happen, a desire. It’s what you plan to achieve, a determination. You have to own that intention and be clear on it. It’s also about the intention and regard you have for another human being. How do you see this person? What do you believe is possible for him or her? Do you see this person as another human being? It serves big time to own this intention and be clear on this as well.

Energy is how you take care of yourself as well as what you bring to the table. It’s how you set yourself up to be the most thriving, sustainable, powerful instrument of change possible. You have tremendous control here. People often underestimate their power in this component of showing up – this is low-hanging fruit!

Presence is how you show up, how people experience you, how present you are to your life right now and to the person in front of you. It’s right here, right now, in this moment. Presence also includes the more traditional forms of presence like stage presence, appearance, charisma, physical presence, and leadership and executive presence.

Action and skills are what ensures that you move forward and accomplish your goals. These allow you to show up and create positive impact and pleasure in your life. Action is where you make things real. Your skills and action are always being impacted by your intentions, energy, and presence. In fact, your presence often speaks louder than your actions or words (but you know that already).

Impact is what you make happen. It’s what happens overall as a result of applying great intention, energy, presence, actions, and skills to what you wanted to create in the first place. We’re always having an impact – good, bad, ugly, pretty, negative, positive, ineffective, rockin’. Impact, done extra well, starts with an intention. It’s a cycle.

The better you do these five things, the stronger your leadership presence and the more effective your impact.

Praise for Anese Cavanaugh and CONTAGIOUS CULTURE

“Anese is any company’s secret weapon for achieving profound, permanent results from the inside out.”

– **Chip Conley, JDV Hotels founder, Airbnb Head of Global Hospitality & Strategy, and *New York Times* bestselling author of *Emotional Equations***

“In a book well suited to a world hungry for leadership, Cavanaugh shares compelling advice on how to better lead our organizations, our communities, our families, and often the most challenging of all – ourselves. What a gift.”

– **Marilyn Carlson Nelson, former Chairman and CEO, Carlson**

“In *Contagious Culture*, Anese Cavanaugh has identified the elusive secret ingredient of great leadership that hundreds, if not thousands, of other books on the topic have missed. She calls it Intentional Energetic Presence (IEP), and it will change the way you run your business.”

– **Bo Burlingham, editor-at-large of *Inc.* magazine and author of *Small Giants***

“*Contagious Culture* will give you the power to change the tone of any conversation and create a positive environment. You will disarm even your most trying antagonist!”

– **Sue Pittacora, Senior Director, Global Consumer and Business Insights, McDonald’s Corporation**

“Anese is innovating the business world with her methods for fostering cultures, inspiring leaders, and helping businesses thrive and grow.”

– **Nick Myers, Director, User Experience Design at Fitbit**

“Learning about energy management from Anese was, without question, one of the best things that’s happened to our organization in ages.”

– **Ari Weinzweig, Cofounding Partner and CEO, Zingerman’s Community of Businesses, and author of the *Zingerman’s Guide to Good Leading Series***

“Anese’s heart and intention leaps off the page, and for a business and leadership book, this makes it all the more special and relatable. *Contagious Culture* will have you question how you show up, how you create your reality, and how *busy* you actually are when it comes to creating your desired impact. The spirit of this woman and her words is genuine, caring, powerful, and yes, delightfully contagious!”

– **Linda Sivertsen, *New York Times* bestselling co-author of *Harmonic Wealth***

“Anese has tapped into something priceless about human nature and organizational behavior. In taking both a tender and powerful perspective her approach helps people take more responsibility for their lives, their impact, and the culture they wish to create. Years after working with her and learning her methodology, her work continues to have ripple effects on my businesses, my health, and my relationships. To have her share this content and these principles in a book creates a tremendous opportunity for anyone to benefit from if they’re willing to step in.”

– **Steve McPherson, Founder PROMISE Wine, and Former President ABC Entertainment Group**

“Anese’s methods, approach and overall intuition about how people engage in and out of the workplace has had a profound effect on our organization. I think the principles embodied in IEP have broad appeal, are simple, teachable and above all, useful. Challenging people to grow and to take responsibility for managing their own Intentional Energetic Presence is something I would recommend highly to others to apply.”

– **Paul Bennett, Chief Creative Officer, IDEO**

“In *Contagious Culture*, Anese introduces us to the myriad of intangible elements that have a very real impact on business success or failure. She reminds us that leaders exist irrespective of title, and how everyone shows up sets the cultural tone in an organization. Her practical advice for creating thriving cultures out of negative environments is invaluable, which is why we have sponsored so many of our employees to learn the IEP Method that she shares in this book.”

– **David Hassell, CEO, 15Five**

“Entirely inviting and approachable while being loaded with great ideas and actionable ways to help people become

more effective in every phase of their lives, even if they don't know how to begin this important life changing journey. Whether you want to be a more effective leader, parent, or team member, this book provides practical real life experiences and tools to meet anyone where they're at."

– **Jerry Calabrese, retired Corporate VP, McDonald's Corporation**

"Energy is the currency of culture and no one knows it better than Anese. Her principles and frameworks can shift it immediately. Her chapter on meetings alone could change how your culture operates. Start there so you experience a fast shift. Meetings will be much more enjoyable and you can use that energy to apply to the deeper principles."

– **Robbe Richman, author of *The Culture Blueprint* and former Culture Strategist at Zappos.com**

"This book is about truly and deeply realizing that your life and your world starts with taking accountability for the impact you have on yourself and others. It is about starting with YOU and is about making positive choices, coming to terms with each moment, and making the most of them so you can have a positive impact on your inner world and outer world. This book has the power to transform people to become the powerful people that they have always been able to be - they just needed a little push in the right direction."

– **Patrick Hoban, Founder of Probility and Great Lakes Seminars**

"Anese Cavanaugh is a trailblazer in creating new strategies about what it means to be a courageous leader in today's market. Her fresh ideas are powerful, energizing and address what companies need to do to create healthy and engaged workforces where people thrive. This book provides guidelines that all levels of an organization can implement and reap the rewards."

– **Jenny Misirli, MAED, Director of Enrollment, University of Phoenix**

"Anese is brilliant to highlight intention as the key source of success in business. It's the secret behind great leaders, great teams and great results. *Contagious Culture* is chock full of actionable and aspirational ideas and tools that anyone, at any level, can put into play to up-level their game and create a more effective dynamic at work. It's accessible, written in a playful yet powerful style that's easy to read and inspiring. Reading it compelled me to highlight, bookmark and write notes in the margins so I can page back and re-experience its many gifts."

– **Kate Purmal, Angel Investor and Advisor, former SVP SanDisk Corporation**

"I work with some of the world's top thought leaders, founders, and visionary executives. In every case, Intentional Energetic Presence is key to their remarkable impact. Anese's ability to catalyze change is a unique superpower: I've seen her teachings transform rooms within minutes, and her presence in my life has profoundly influenced it for the better. Buy this book, integrate its wisdom, and watch change ripple out into your life and your culture."

– **Alison Macondray, advisor and partner to thought leaders and professional speakers, presentation design expert, former General Manager of Wired News**

"Anese wrote the definitive guide for how to leverage your energy to have full power and control over your life. This book is a 'must read' for any leader in business who wants more power and influence over their team, their customers and their personal life."

– **Andy Drish, Co-Founder, The Foundation**

"Who takes the opportunity to think about their intentions and the effect they will have on others? Anese, in her truly incredible work, has managed to simplify, name and offer opportunities for growth in a world of leadership development that can feel so overwhelming. Her warmth, genuine insight and brilliantly strategic advice for what Showing Up really means has been invaluable. I constantly recommend her work to others and this book is the perfect opportunity to meet her. She is very much on every page."

– **Heather Currier Hunt, Global Director of Learning & Development, IDEO**

"Anese shines a brilliant light on the intricacies of creating impact in our lives and organizations through the way we show up, in how we take care of ourselves, and how we cultivate leadership, inspiring others around us to lead. She's taking leadership and impact to the next level using words like energy, presence, and vibration to get organizations to gel more effectively, to get people to come to work more fully, and to give leaders an extra edge that until recently has been difficult to 'put a finger on.' If innovation, culture, collaboration, and feeling good are important to you and your organization, you'll want to pick this one up."

– **Nick Sarillo, Founder, Nick's Pizza & Pub, Author, *Slice of the Pie: How to Build a Big Little Business***

“Contagious Culture is a must read for anyone looking to increase their business impact and performance. Cavanaugh offers you simple practical examples of how to create a culture that can inspire better results with lower costs both at work and in life. Easy to follow, simple, and will connect with everyone who reads it.”

– **Henry Dziuba, President & General Manager, SMA**

“Anese Cavanaugh has just given you an amazing gift, a primer for leading your life and your business in such a way that you will be both successful and satisfied. Many people tell you what the ideal state looks like, but Anese gives you actionable steps to get there. Having worked with companies around the globe, I can tell you that the companies that are leading in this way are some of the most successful ones on the planet and by the way, people enjoy working for them.”

– **Karen Gordon, President and CEO, 5 Dynamics**

“I have to admit that I was one of the entrepreneurs who was skeptical about the IEP Method that Anese has developed. But after reviewing her work and hearing her speak, I realized that what Anese talks about is what all of us need most - a complete balance of mind, body and spirit to be the best for ourselves and those around us. The message and method Anese has created must be shared with as big an audience as possible!”

– **Paul Spiegelman, Chief Culture Officer, Stericycle, Author of *Why is Everyone Smiling? The Secret Behind Passion, Productivity, and Profit and Patients Come Second: Leading Change by the Way You Lead***

“The concepts contained within *Contagious Culture* are elementary, logical and yet rarely connected in any academic approach, directly to powerful leadership presence. Cavanaugh’s concept of creating an intentional impact through contagious energy is irrefutable.”

– **Thomas J. Walter, Chief Culture Officer, Tasty Catering**

“This book should be the pre-cursor for every leadership class. *Contagious Culture* clearly identifies that great leadership starts with a leader who possesses great Intentional Energetic Presence (IEP). Anese challenges leaders to first control their energy, then use their leadership skills to achieve high performance, an excellent method that leads to success.”

– **Jamie Pritscher, Co-Founder That’s Caring and nuphoriq**

“This book is special. Anese bridges love, gratitude, and presence with leadership and culture in a truly unique and beautiful way. She invites us to step into more of ourselves in order to connect more authentically with others. This book will make you rethink what it means to show up as a leader.”

– **Agapi Stassinopoulos, Author of *Unbinding the Heart***

“Anese’s book provides the tools you need to honestly ‘check-in’ with yourself and strategically embrace and navigate anything life throws your way. No matter where I am in my life, at any crazy point - high or low, personal or professional, the IEP Method created by Anese Cavanaugh continues to be the driving force guiding me back on track. Through this work you will discover your personal path to happiness and success and you will gain the ability to make your dreams realities by learning how to start every day with purpose and intention. Anese is the best kind of contagious there is, her essence is truly inspirational!”

– **Diane Cooper, television executive**

“The health of your culture — within yourself and with the culture you create around you — is what ultimately determines your success. Anese’s IEP Method gives you the tools you need to crack open communications, drive meaningful change, and build healthy, successful relationships. Use the ideas in this book set the tone and create a space where everyone, including yourself, can flourish.”

– **Mike Robbins, Author of *Nothing Changes Until You Do***

“Since life has become ‘richly scheduled’ as a norm, who wouldn’t be looking for ways to fine tune success and make their world easier and happier! Reading *Contagious Culture* is like having Anese with you, giving guiding ways to make yourself, your team and your organization work in sync amidst what could be chaos....if you let it be! Brilliant, easy, wonderful read!”

– **Cathy Mahoney, Sr. Vice President, Sales Operations, Freeman**

“Anese Cavanaugh distills in this one easy-to-read volume the wisdom of a lifetime spent helping organizations and

people get better. Really better, not just ‘feel good’ better and not just ‘better on the numbers’. I started my career in tiny start-ups and am now proud to be part one of the world’s great business cultures. The lessons in *Contagious Culture* apply equally well in both circumstances, and provide practical steps for getting better no matter where you are or your organization is on the journey to greatness.”

– **Jonathan Nystrom, Executive Director, Big 4 Accounting Firm**

“Every start-up founder should be required to read this book! The ups and downs in the start-up world can be intense and so it’s essential to have the right set of tools to stay focused and perform at the high level that is required to hold the vision, inspire the team and execute. If you want to operate from a place of strength and stability in your professional and personal life, you need to run, not walk to get this book. I promise it will change you in ways you never could have imagined.”

– **Michele Serro, Founder of Doorsteps**

“There is gold in this book. It changed my game. I’ve watched it change others’ games. From kids to culture, from employees to executives and everyone in between, this work has impact. Anese has distilled the art of showing up, and other complex intangible super powers into an incredibly simple guide you can start using from page 1. Easy to read. Applicable to anyone. Let her walk with you in words. You’ll feel her in this book.”

– **Michelle Francois, Director, Foster Ed, National Center for Youth Law**

“In this book you will find ideas that will enrich your life and transform your organization. Anese offers a practical and proven approach to defining and building a better culture from the inside out.”

– **Mark Bernstein, University of Michigan Regent and President of the Sam Bernstein Law Firm**

“As a business owner, it's easy to get wrapped up in your own world and forget that your team is taking cues from you. One negative comment or misplaced sigh can cause a cascading effect that demotivates your entire office for the day. When you multiply this across a team, the expense of negative energy is astronomical! Anese’s methods give leaders practical tools and exercises that they can implement personally, and at the company level, in order to recharge their leadership and energize their company culture.”

– **Marisa Smith, Founder, The Whole Brain Group**

“Contagious Culture shows how our presence influences others, the workplace, and ultimately the vitality of our own lives. Anese weaves together wisdom that will, in the end, leave you in a better place than when you started reading the book.”

– **Shawn Murphy, Author of *The Optimistic Workplace***

“Self-reflection is one of the main ingredients to effective leadership, which is a theme peppered throughout *Contagious Culture*. As a leader in law enforcement I continuously search for ways to transform individuals, so they can grow into successful leaders that will ultimately benefit the organization. Anese’s book has created significant impact upon myself, thus inspiring all phases of my life and changing the way I “show up”. I challenge those who are looking to enhance their leadership skills by reading *Contagious Culture*, so they may perhaps experience a paradigm shift as well.”

– **Sergeant Rob Patton, Sacramento Sheriff’s Department**

“This book offers a roadmap to individual as well as organizational success. I will definitely be incorporating some of the content into my strategizing sessions with my team.”

– **Ebby Antigua, Creative Services Director, Latina Media Ventures**

“‘The culture is you.’ That is my favorite sentence in this great book. It summarizes perfectly the message that Anese is giving to all of us. It is a call to action, a reminder of responsibility and a big opportunity to take action and create something exciting.”

– **Carissa Reiniger, Founder and CEO, Silver Lining**