

# THE BRIGHTSIDERS 12

## 12 Daily Practices for Amplifying Your Impact

*“Every person you lead, love, and live with deserves the best version of you. These 12 practices are how you become that person. Every single day.”*

### C1 · CONNECT TO YOURSELF | Practices 1–4

**1. CHOOSE BETTER** | In every moment, in every room, in every relationship, you have a choice. Choose growth over comfort. Choose forward over stuck. Choose better over bitter. This is not a one time decision. It is a daily commitment to become the best version of yourself. Always choose better.

**2. LIVE WITH INTENTION** | Decide who you are going to be before the day decides for you. Be present. Be where your feet are. Put down the phone. Show up fully. Every day. Everywhere. On purpose.

**3. LEAD BY EXAMPLE** | Be the standard. Be accountable. Do what you say you will do. Every time. Without exception. When you lead by example the ripple effect is unstoppable. One person changes a team. One team changes a culture. One culture changes lives.

**4. GROW THROUGH ADVERSITY** | Hard things happen to everyone. It is not what happens to you that defines you. It is what you build from it. Grit is forged in difficulty. Resilience grows every time you choose to rise. Let the hard things make you stronger, wiser, and more human. That is where your greatest growth lives.

### C2 · CONNECT TO OTHERS | Practices 5–6

**5. SEEK TO UNDERSTAND** | Most people listen to respond. The best leaders listen to understand. Before you speak, listen. Before you assume, ask. Be fully present. Put down the phone. Close the laptop. Look people in the eye. Give them the rarest gift a leader can offer. Your complete and undivided attention. Curiosity builds more trust than certainty ever will.

**6. SHOW APPRECIATION DAILY** | Lead with gratitude. People need to know they matter. Not once a year at a performance review. Every single day. Tell people specifically what they do that makes a difference. Be generous with your appreciation. Do not wait. Do not assume they know. Say it today. Gratitude is the language of great leadership.

#### THE BRIGHTSIDERS PHILOSOPHY

*How you show up for yourself is exactly  
how you will show up for everyone else.*

**Make it count.**

**C2 & C3 · Connect to Others and What Matters Most****C2 · CONNECT TO OTHERS | Practices 7–8**

**7. MAKE PEOPLE BETTER NOT SMALLER** | Every single interaction either adds to a person or takes from them. Every word. Every look. Every response. Lead with empathy. See people for who they are capable of becoming not just who they are today. You always have a choice. Choose to build. Choose to lift. Choose to leave every person better than you found them.

**8. HAVE CARING CONVERSATIONS** | The conversation you keep avoiding is usually the one that matters most. Have it. With honesty. With empathy. With grace. With the courage to say what needs to be said in the way it most needs to be heard. Caring conversations are not comfortable. They are necessary. And they are one of the most powerful acts of leadership you will ever perform.

**C3 · CONNECT TO WHAT MATTERS MOST | Practices 9–12**

**9. SET THE TONE** | You are the emotional thermostat of every room you enter. Before you walk through the door decide what temperature you are bringing. Your energy is contagious. Your attitude sets the standard. Your presence either elevates the room or drains it. Make sure it is worth catching. Every single time.

**10. BE A MULTIPLIER** | Average leaders produce results. Great leaders produce more leaders. Do not just perform. Invest. Develop. Believe in people before they believe in themselves. Your greatest legacy is not what you accomplished. It is who you helped become more. Leave every person with more capacity than they had before they met you.

**11. BRING JOY AND LAUGHTER** | Joy is not a distraction from great work. It is the fuel for it. Laughter is not a sign that people are not working hard. It is a sign that they want to. The teams that laugh together trust each other. The teams that trust each other move mountains. Never underestimate the power of joy in a room.

**12. LEAD WITH HOPE AND HUMANITY** | People do not need someone to oversee them. They need someone who believes in them when they have stopped believing in themselves. Hope is not soft. Hope is fierce. It is the most courageous thing a leader can offer. Lead with your whole heart. See the possibility in every person before they can see it in themselves. That kind of leadership does not just change careers. It changes lives.

**THE BRIGHTSIDERS WAY**

*Wherever you go leave people better,  
rooms brighter, and hope stronger.*

**That is a life well lived.**

## Reflection and Commitment

### WHAT MAKES A BRIGHTSIDER DIFFERENT

Brightsiders do not just lead. They multiply. Every room they leave has more possibility in it than when they arrived. Every person they interact with feels seen, valued, and capable of more than they believed before the conversation. They set the tone before they walk through the door. They choose their response before the pressure hits. They leave people better than they found them. Not someday. Not when conditions are perfect. Today.

### REFLECTION QUESTIONS

1. Which of the 12 practices is your greatest strength right now at work or in life? Which is your biggest growth edge?
2. Think of the last three people you interacted with at work or at home. Did they leave better than they arrived?
3. What is one practice you will commit to this week at work or in life? Name it. Write it down. Start today.

### YOUR 30-DAY BRIGHTSIDERS COMMITMENT | Small, consistent steps create lasting impact.

The practice I am committing to:

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One specific daily action I will take:

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How I will measure my progress:

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**This is not about being perfect.  
It is about being intentional.  
*Every day. In every room. With every person.***

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***You cannot lead well, love well, or live well without these twelve practices.  
Start today.***