

The Hero Effect

Kevin Brown

Being your best when it matters the most

The world needs heroes.

From the time I was a little boy, I have been fascinated with heroes. I never imagined that one day I would grow up and be asked to share a message with the world about what it means to be a hero in everyday life—to help people discover the best version of themselves and use their own inner hero to serve others well.

Everyday Heroes

It started by accident. In 2008, I was asked to speak to a group of 2,000 franchisees. I met with the leadership team three months before the event and asked a simple question: What would you like me to talk about? I assumed they would request the typical speaker topics: leadership, vision, communication and customer service. But as it turned out, they didn't want a typical speech. They wanted something different. They explained to me that this group of franchisees were the best in their class, No. 1 in their industry. They were successful, been-there-done-that kind of people who knew exactly what it means to be the best. They helped their clients look like heroes to their customers. They said, "We want a speech that honors our franchisees and reminds them of why they do what they do. We want them to know that what they do matters, and to stay on top they have to continue to serve others at a high level."

The one word that stood out was "hero."

From that day, I have not stopped researching, studying and learning about what heroes look like in everyday life. It started as a question, and it quickly became my passion. And today that passion has become my great obsession: to help people recognize the heroes around them and develop the one within them.

What does a hero look like? How do they act? How do they serve? How do they see people? How do they see themselves?

I began looking at the heroes in our world—the ones we pull out of the pile of humanity and proclaim to be unordinary, unique and gifted. So much so that we stop and admire them. We emulate them. We adore them. We pay a premium to be entertained by and do business with them.

I started with our military men and women, the gold standard of being a hero. I thought about the world changers: the people who stood up when the world needed a leader. They shaped our collective thinking. I looked at our sports heroes, great entertainers and great innovators. What do they do that separates them from everybody else? How do they defy the odds, overcome circumstance and soar above the crowd?

I also looked closer to home. What was it about great teachers, parents and small business owners? Why were some bosses born to lead? Why do some employees show up every day and knock it out of the park? Why do some people own the moments that matter and know instinctively that every moment matters?

Hallmarks of a Hero

I began to notice four things that were apparent in how heroes operate—four things that they do differently, more consistently and at a higher level than everyone else.

Heroes help people—with no strings attached. They go all in every time they take the field. They understand that in business and in life it's always personal and never perfect. Heroes create strong connections and reach beyond the borders of transactional thinking to create transformational moments.

Heroes create an exceptional experience: The hero's calling card is pure excellence. It's about using his or her talents, gifts and abilities to their fullest potential and highest purpose. Heroes use the best of who they are to serve more people, more often, in bigger and better ways. They are committed to personal development and show up better today than they were yesterday. Heroes build trust by serving others with an authentic passion that turns everyday moments into superhuman experiences. The hero is driven to serve others and understands that the greatest rewards in life are determined by how well we take care of the people with whom we live and do business.

Heroes take responsibility: Heroes own the moments that matter. They are actively present and engaged and do not believe in random acts of kindness. The hero is motivated instead by intentional acts of difference making. They live by a simple code: "Bring your best stuff to the present moment and pour it into the lives of others." They understand that before you can lead anyone else, you must first be able to lead yourself. Heroes own their attitudes, their actions and their results. They are committed to the best possible outcome in every situation regardless of circumstances or events beyond their control. The hero leads by example and knows that true success is found in the power of simple choices.

Heroes live and work with optimism: Heroes see the world differently. For them, it's not about positive thinking; it's about perspective. Looking through the lens of optimism gives the hero supernatural vision. They see what others cannot. They see opportunities instead of obstacles—possibilities instead of problems. When things go wrong, and they will, optimism is what helps the hero turn life's messes into a masterpiece.

I want to challenge and encourage you to be a hero at work and in life:

- To live and work on a different plane
- To tune into a different frequency
- To be the extraordinary person you were born to be and show up every day and choose not to be ordinary

- To achieve greater results by eliminating ordinary thinking and mastering the habit of excellence in all that you do

It's time to own the moments that matter and create meaningful relationships with every customer at work and at home.

The world needs heroes. More specifically, the world needs you to be a hero.

Kevin Brown is a motivational speaker and the creator of The HERO Effect™. Brown's career in franchising spanned 30 years, during which he focused on franchise development, branding and culture. Today, as a highly sought-after motivational speaker, he is pursuing his passion for helping people expand their vision, develop their potential and grow their results. And as the father of an autistic child, he knows firsthand how the principles of true success reach beyond the boardroom and into the lives of real people facing the challenges of everyday life.