



# SEEING RED CARS

WITH  
LAURA GOODRICH

Training Guide

### **Seeing Red Cars Training Guide**

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Address all inquiries to:

Star Thrower Distribution Corporation

26 East Exchange Street, Suite 600, St. Paul, MN 55101

Toll-Free: 800.242.3220    Phone: 651.602.9630    Fax: 651.602.0037    Web: [www.starthrower.com](http://www.starthrower.com)

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# Welcome to Seeing Red Cars



## **About the Program**

Thank you for your interest in *Seeing Red Cars*. This training program discusses an important philosophy: We Get More of Whatever We Focus On.

*Seeing Red Cars* is applicable for all audiences and helps organizations create success and a positive work environment. Whether you are incorporating *Seeing Red Cars* into an existing training session or are using it as a stand alone program, *Seeing Red Cars* encourages viewers to focus on what they do want instead of what they don't.

*Seeing Red Cars* is easy to use. The program includes a complete set of support materials available on the CD-ROM and online at [www.seeingredcars.com](http://www.seeingredcars.com).

## **About the Guide**

This training guide will help you successfully lead your group through a discussion about *Seeing Red Cars* and how it is relevant to your organization.

## About Laura Goodrich



**L**aura Goodrich is an internationally recognized expert in the field of workplace dynamics and relationships. She has twenty five years professional experience; thirteen of which she has spent as a corporate trainer, coach, consultant, and speaker. Laura’s business stories and experiences from all over the globe have earned her the reputation as someone who can assist others in creating positive business relationships in even the most challenging workplace dynamics.

Laura’s expertise is in coaching executives, business leaders, teams, and organizations through periods of change and transition. She has a degree in Training and Organizational Development from the University of Minnesota, is a member of the International Coach Federation, and has received coaching training from both the Corporate Coach University and the Coaches Training Institute.

Speaking to audiences across the country, Laura is recognized as a powerful and riveting speaker. Her knowledge of workplace dynamics, along with her genuine style, upbeat personality, and ability to communicate and connect with audiences, makes her presentations practical, motivational, and truly memorable.

Laura is co-owner of an integrated content company called On Impact Productions which specializes in authoring and producing videos, documentaries, television content, and multimedia content delivered over time to create sustained change and learning of important leadership concepts, as well as speaking, coaching, and consulting that is dedicated to having a powerful, positive impact on the lives and life skills of those people with which she works.

# How to Train with Seeing Red Cars



**T**he training guide examines the concepts presented in *Seeing Red Cars* and provides facilitators with multiple opportunities to utilize and revisit the concepts. The leader's guide is divided into the following sections:

## **Presenting the Concept**

*Seeing Red Cars* concept overview.

## **How To Focus on What You Want**

1. Make a commitment.
2. Monitor yourself.
3. Practice.

## **Discussion Questions**

Group discussion questions to reinforce the message.

## **Training Activities**

The training activities are found on the DVD, CD-ROM, as well as the *Seeing Red Cars* website: [www.seeingredcars.com](http://www.seeingredcars.com). Laura Goodrich guides groups through six activities that reinforce the concepts learned in the program. Some activities may require preparation ahead of time. Additional materials needed can be found on [www.seeingredcars.com](http://www.seeingredcars.com).

# Facilitation Tips

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## Before the Session

From experienced professionals to individuals new to training, anyone will be able to successfully lead a group through this program. You have the option of following the training materials closely or simply using them for additional support.

This leader's guide is not a script. Instead, it gives you the freedom to utilize the concepts you feel will work best for your organization.

To help your participants gain as much as possible from *Seeing Red Cars*, review the program and the support materials. Decide which questions and activities you want to use before the session.

## Session Preparation

- Watch the program before you train with it.
- Review the support materials. Determine which sections, questions, and activities you want to use with your group.

- Take notes on how the content is relevant to your organization. Reference this throughout the session.
- Arrange the room so that all participants can clearly see the screen, you, and each other. A 'U' shape arrangement works best.

## During the Session

- Welcome participants as they arrive.
- Introduce yourself. Invite your group members to introduce themselves.
- Take a moment to discuss the purpose for your gathering.
- Watch *Seeing Red Cars* as a group.
- At the end of the program, give viewers an opportunity to absorb what they saw.

# Training Tools



All *Seeing Red Cars* materials are hosted online at [www.seeingredcars.com](http://www.seeingredcars.com). They can also be found on the CD-ROM.

## **Seeing Red Cars Self Study Guide**

The self study guide assists with individual learning. Corresponding with the training guide, the self study guide was designed for both individual and group study. It does not assume that a facilitator is involved.

## **Seeing Red Cars PowerPoint™ Presentation**

A PowerPoint™ presentation that summarizes the concepts in the program.

## **Seeing Red Cars Transcript**

The film's transcript for easy reference.

## **Seeing Red Cars Screensaver and Wallpaper**

A downloadable screensaver and wallpaper with memorable quotes from the program.

## **Seeing Red Cars Training Activities**

Led by Laura Goodrich, the training activities can be found on the DVD, website, and CD-ROM.



# Concept Review

“Who’s putting all those thoughts into your head?  
You are, of course. It’s what you’re focused on.  
And remember what I said: whether good or bad,  
you always get more of what you focus on.”



**S**eeing Red Cars. It’s about learning to focus on what you want instead of focusing on what you don’t. As the program states, we get more of whatever we focus on. And if we’re focusing on the negative, on what we don’t want to happen, often, we get more of it.

Because focusing on what we don’t want is a natural tendency for many, it is important to train ourselves to know what we want and focus on that. Focusing on what we don’t want gets in the way of doing our jobs, completing tasks, and providing customer service. It can even impede teamwork and communication.

Every individual and every organization wants to be successful. And one part of being successful is to make a positive contribution, to have a vision, and take steps to achieve it.

In our work as well as in our personal lives, there are always obstacles to overcome. These challenges, whether they are a budget concern, a communication lapse, or a difference of opinion,

are real and happen every day. Yet frequently, we spend time and energy perpetuating these issues rather than taking action to move towards what we want. Instead of working on the challenges and finding ways to improve, they become the reason why we can’t achieve our goals.

Too often, we focus on what we don’t want. We actually create more of what we don’t want without realizing we’re doing it. While focusing on the positive does not guarantee success, it can certainly improve our chances.

## **It’s time to start seeing red cars!**

So how do we make that change?

How do we stop focusing on our fears and obstacles?

How do we utilize our energy to move in the right direction?

## **How to we start seeing red cars?**

By focusing on what we want to happen. Not what we’re trying to avoid.

# Make a Commitment

“Begin by making a commitment.  
Make a commitment to focus on what you want.”



**B**efore you can focus on what you want, you need to define your desired outcome. Determine specifically what you want in your personal life or your professional life. Once you know what you want, create a step by step plan of how to get there. Write it down. And remember, chances are, it won't happen at once. Small steps are an integral part of achieving any goal.

For example, if your intention is to garner more sales, what is the first step? Possibly expanding your database or getting in touch with more potential clients. Doing this might increase sales opportunities. If your goal is to change your system or invoice process, what is your first step? Maybe setting up a task force or focus group to get new ideas?

By developing a plan and committing to it, you will start the process of focusing on what you do want instead of what you don't. Every day, ask yourself if you've moved any closer to your goal.

# Monitor Yourself

“Become aware of what you’re focusing on and focus on what you can control instead of what you can’t.”



Once you have a clear understanding of your goal and a commitment to help yourself get there, it is important to monitor yourself to ensure you are keeping your commitment. Are you thinking about your goal on a daily basis? Are you following the plan you created? And also, do you catch yourself slipping back into old thought patterns —focusing on what you don’t want?

On occasion, you will probably start to focus on what you don’t want instead of you do. When this happens, revisit your goal and remember the commitment you made. It can be challenging because you’re going against an old habit. Additionally, chances are high that sometime throughout this process, you will experience a set back like a budget decrease, a company reorganization, or even a personal event that needs your attention. That is part of life, but it doesn’t mean you need to abandon your goals. Instead, focus on what you can control, instead of what you can’t.

Another part of monitoring yourself is to celebrate your success. Even if it’s just a small step to check off on your list, celebrating your successes will keep you motivated and inspired. Every action in the right direction is valuable and noteworthy.

# Practice

“The final step is to practice. Be persistent.”



**T**he more you focus on what you want instead of what you don't, the more you make it part of your every day life.

The final step of integrating this positive way of thinking is to practice. Practice by saying it out loud. This gives your intention power! Then write it down; make an internal agreement. Write down your vision so you can refer to it if you get off track or start to focus on the “Red Cars.” Lastly, picture it in your mind. Once you do this, you'll be inspired to start taking action and move toward what you want.

And remember, when you practice focusing on what you want, it works for everything. Not only the big, grandiose visions, but also for everyday occurrences.

Practice the steps you need to take to start seeing red cars!

## Group Discussion Questions

1. What does “Seeing Red Cars” mean to you? What is your “Red Car?”
2. Answer the question: “What do you want?”  
Did your response start with, “What I don’t want is this?”  
If so, does that help or impede your ability to accomplish your goals?
3. Why do you think so many people focus on what they don’t want instead of what they do? How do you think this affects morale?
4. Do you believe that focusing on what you want will actually help you get it? Why or why not? Do you have any examples you can share with the group?
5. Seeing Red Cars tells us that we get more of whatever we focus on. Do you focus on the positive or the negative? How does this affect your attitude?
6. For many people, it is easy to let the things that bother them get in the way of progress and success. How can having a better attitude and making a commitment to focusing on the goal help you get more of what you want?
7. When challenges or setbacks get in the way of accomplishing your goals, how can you move past them? How does focusing on what you CAN control tie into this?
8. As a group, consider your organization or team. What are your goals for the future? How can you contribute to these goals?
9. The three steps in *Seeing Red Cars* are:
  - Make a commitment
  - Monitor yourself
  - Practice

As a group, choose one goal you are trying to achieve or something you want more of. Discuss how using the above steps will help you get there.

## Training Activities



The training activities are found on the DVD, CD-ROM, as well as on [www.seeingredcars.com](http://www.seeingredcars.com).



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26 EAST EXCHANGE STREET, SUITE 600 ST. PAUL, MN 55101

800.242.3220

[WWW.STARTHROWER.COM](http://WWW.STARTHROWER.COM)