

## LUNCHMEAT & LIFE LESSONS Learning Series

The Lunchmeat and Life Lessons Learning Series offers several options for introducing the Butcher's Wisdom to your organization:

- **THE BOOK:** *Lunchmeat and Life Lessons: Sharing a Butcher's Wisdom*, by Mary B. Lucas, BD - In this touching and often humorous memoir, Mary B. Lucas, B.D., tells the story of how she earned her B.D. (which stands for "Butcher's Daughter") by spending hours at the butcher-block table in the family kitchen listening to her father, John Bichelmeyer, share stories about how he achieved success by making deep connections with the people around him. As John used to say, "Remember to put the 'comeback sauce' on everyone you meet." In her book, Mary offers a healthy dose of that sauce, which will empower everyone who reads this book to reach his or her full potential.
- **THE SPEECH:** During this motivational and inspiring presentation, Mary distills 25 years of the Butcher's wit and wisdom – common sense values and inspiration that she practiced in her own career, and advice that she directly attributes to her own professional success in the staffing industry. Participants will be introduced to the "Loyalty Equation" and learn how to use the lessons from the Butcher to inspire loyalty in both their professional and personal life.
- **THE WORKSHOP:** In this extended version of the Lunchmeat & Life Lessons Learning Series, Mary Lucas continues to motivate and inspire participants with real life applications and activities that reinforce her keynote speech. Participants will learn how to apply the Butcher's Wisdom to specific situations in their own lives and develop a personal action plan to help them demonstrate the Loyalty Equation in both professional and personal interactions.
- **THE WORKBOOK:** *Lunchmeat and Life Lessons: Putting the Butcher's Wisdom to Work* - The perfect companion to Mary's book, the workbook uses individual and group activities to help individuals apply the butcher's wisdom to their own professional and personal lives.

## THE BOOK

### **Lunchmeat and Life Lessons: *Sharing a Butcher's Wisdom*** **By Mary B. Lucas, B.D.**

As an adult, Mary used her father's advice to work her way up the corporate ladder of the staffing industry and now shares that wit and wisdom in her inspiring memoir and tribute to her father. A must read for all that want to be successful both professionally and personally, Lunchmeat & Life Lessons shares valuable pieces of "Butcher's Wisdom," such as:

- Make A Great First Impression — Remember the first hunk of meat you sell is yourself!
- Bring Out The BEST In People — If you don't like somebody, then they don't like you.
- Stay Focused — Get out your blinders and put them on.
- Admit Your Mistakes — Raise your hand, put it down and get back to playing the game.
- Create A Lasting Impression — Don't forget the comeback sauce!
- Enjoy The Ride — Don't take life so seriously, you are never going to get out of it alive anyway!

#### *Reviews:*

#### **Ken Blanchard, co-author of *The One Minute Manager®* and *Leading at a Higher Level***

*"Mary Lucas's wonderful tribute to her father shows that love is the most important legacy we can ever leave."*

#### **Stephen R. Covey, author, *The 7 Habits of Highly Effective People* and *The 8th Habit: From Effectiveness to Greatness***

*"Laced with the wisdom and insight that only comes through experience, this book beautifully exemplifies the unbreakable bond between father and daughter."*

## THE SPEECH

### How To Succeed in the People Business & Inspire Loyalty

*Presented by: Mary B. Lucas, B.D*

Based on Mary Lucas' memoir and tribute to her father "*Lunchmeat & Life Lessons: Sharing a Butcher's Wisdom*," this inspiring, uplifting and motivational presentation serves up prime cut advice from the smartest man that staffing industry veteran Mary B. Lucas ever knew, her father, the Butcher. During this presentation, Mary distills 25 years of the Butcher's wit and wisdom – common sense values and inspiration that she practiced in her own career, and advice that she directly attributes to her own professional success in the staffing industry. After this presentation, participants will:

- Learn how to apply the "Loyalty Equation" to be successful in the people business:  
**The Impressions You Make**  
**+ The Accountability You Take**  
**+ The Appreciation You Show**  
**= LOYALTY THAT GROWS!**
- Be inspired to make a positive impact on all those they encounter every day.
- Identify specific actions they can take to help them proactively deal with challenging people and situations.

## THE WORKSHOP

### The Loyalty Equation: *A Closer Look*

In this extended version of the Lunchmeat & Life Lessons Learning Series, Mary Lucas continues to motivate and inspire participants with real life applications and activities that reinforce her keynote speech. Participants will learn how to apply the Butcher's Wisdom to specific situations in their own lives and develop a personal action plan to help them demonstrate the Loyalty Equation in both professional and personal interactions.

During this time, participants will look more closely at each component of the Loyalty Equation:

#### **The Impressions You Make: *Creating Your Own Personal Brand***

We all have leaders we look up to...individuals that personify all the traits and characteristics we value and aspire to emulate. What those leaders have done is create a "personal brand" for themselves. The Butcher's Wisdom helps guide us in creating our own personal brand, beginning with the impressions we make: First Impressions, Positive Impressions and Lasting Impressions. The wisdom statements we will focus on include:

- *The First Hunk of Meat You Sell is Yourself*
- *Don't Forget the Comeback Sauce*

## LUNCHMEAT & LIFE LESSONS: *Sharing a Butcher's Wisdom*

### **The Accountability You Take: *Turning Problems Into Opportunities***

Making productive use of your energy when things don't always go right is certainly a challenge. But when you focus on what you *can* control – which is you and your actions – the accountability you practice makes a huge difference and moves the situation in a positive direction. This session will focus on the Butcher's Wisdom for taking accountability, including:

- *Admit Your Mistakes*
- *Raise Your Hand, Put It Down, and Get Back to Playing the Game*
- *Look in the Mirror*
- *Know When to Let It Go – "It's Over the L"*

### **The Appreciation You Show: *Effective Recognition***

According to the U.S. Department of Labor, the number one reason people leave an organization is that they "don't feel appreciated." No one understood this better than the Butcher, who inspired loyalty both professionally and personally by remembering: *When You're All Wrapped Up in Yourself You Make a Damn Small Package*

- *Don't Act Like It's Your Due. Take Every Chance to Say Thank You.*

Mary will focus on these wisdom statements and challenge participants to inspire others through appreciation. She will share keys to effective recognition and encourage participants to identify immediate opportunities to simply say "thank you."

## THE WORKBOOK

### **Lunchmeat and Life Lessons: Putting the Butcher's Wisdom to Work**

By Mary B. Lucas, B.D and Barbara A. Bichelmeyer, B.D.

The perfect companion to Mary's book, the workbook is designed to help you incorporate the insights, actions, and attitudes presented in the book "***Lunchmeat & Life Lessons: Sharing a Butcher's Wisdom***" into your own life. We will share some stories and prime-cut advice from the Butcher that will help you have better relationships with all the "customers" in your life, inspiring you to be the best you can be at work and at home.

This Workbook will help you:

- Be inspired to make a positive impact on all those you encounter every day.
- Identify specific actions you can take to help you proactively deal with challenging people and situations.
- Learn how to apply the "Loyalty Creation" equation to be successful in the "people business:"

**The Impressions You Make  
+ The Accountability You Take  
+ The Appreciation You Show  
= LOYALTY THAT GROWS!**