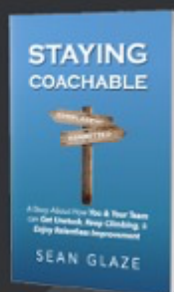


THE
sticky cultures
PLAYBOOK



An implementation guide to grow
your impact as a leader

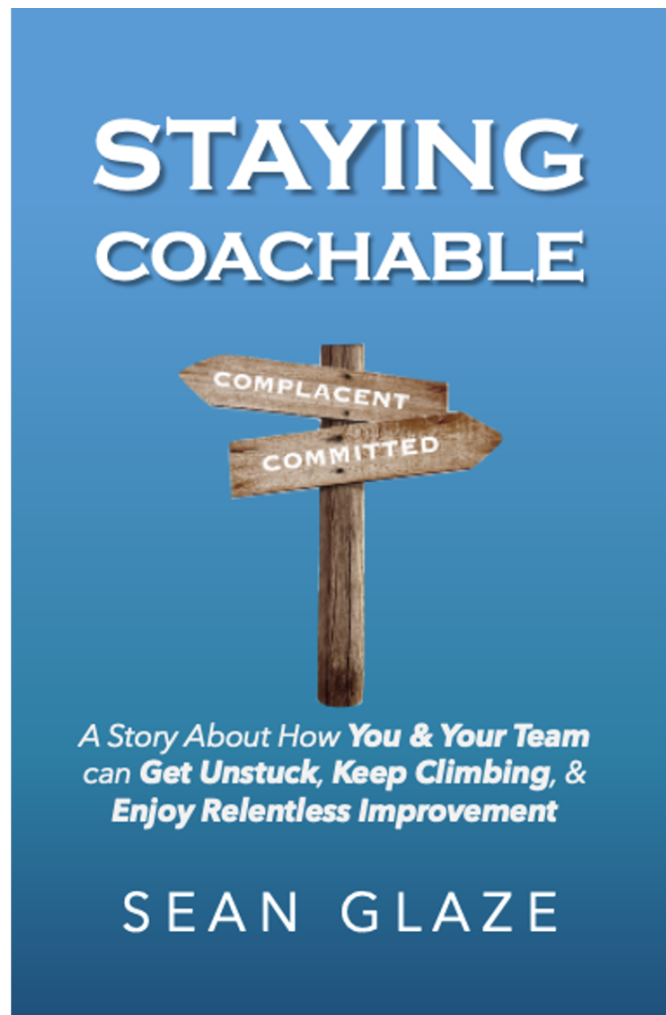


VOLUME FOUR
Staying Coachable

SEAN GLAZE

STAYING COACHABLE

A Professional Development Workbook



Based on the book by

SEAN GLAZE

Great Results Teambuilding | Sticky Cultures

GreatResultsTeambuilding.com

HOW TO USE THIS WORKBOOK

This workbook is your personal guide to the four-step process at the heart of Staying Coachable. Whether you are working through it on your own or alongside a team, the goal is the same: to move from complacency to commitment - from stubbornly stuck to greedy and grateful for growth.

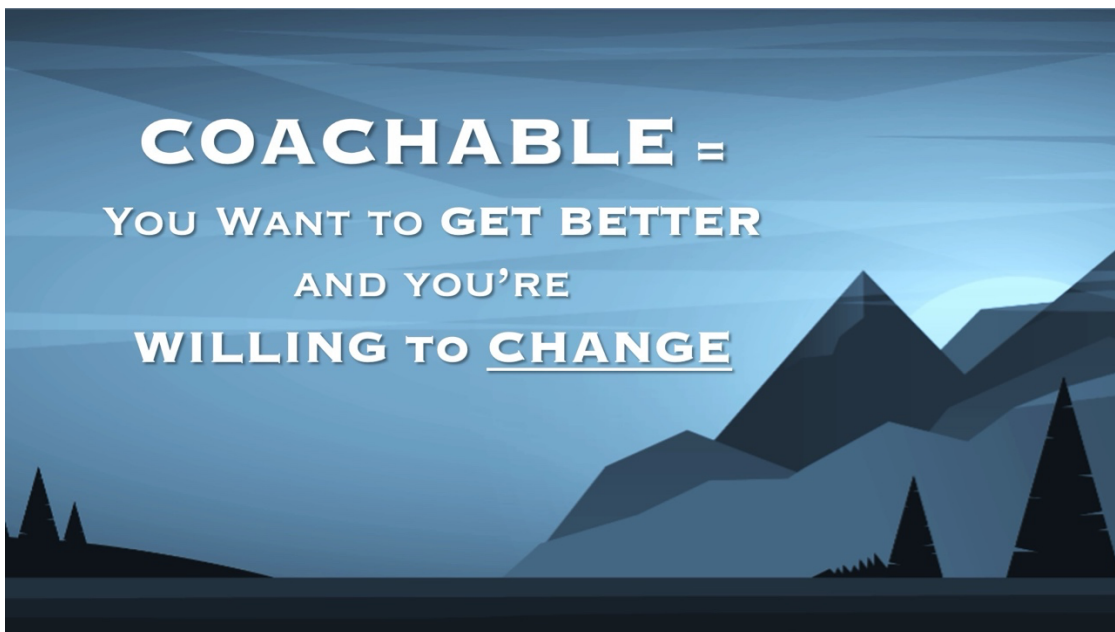
Each of the four lessons corresponds to one of the four ingredients every coachable person must develop. They build on each other, so work through them in order.

Be honest. Be specific.

The value you get from this workbook is directly proportional to the candor you bring to it.

Inside each lesson you will find:

- A brief scene from the story to ground you in the concept
- A physical prop to keep nearby as a tangible reminder
- Key concepts drawn directly from the book
- Reflection prompts to help you examine your own situation
- Activities - some solo, some designed to do with a partner
- A personal commitment to close each lesson



INTRODUCTION: THE CLIMB BEGINS WITH YOU

Part A - Two Paths, One Choice

Every day you are faced with two options.

The path of complacency - restful, stress-free, and slowly suffocating.

Or the path of commitment - uncomfortable, uncertain, and the only path that provides exceptional views.

"Comfort zones are simply anesthetizing islands that lure us with the siren song of ease only to keep us from the adventure and evolution that adversity inspires."

Being uncoachable is really just being stuck in a comfort zone you refuse to acknowledge or leave. And far too often, the people who most need to hear new ideas are the ones least willing to receive them.

◆ REFLECT & RESPOND

Where in your work or life are you currently choosing the comfortable path over the committed one? Be specific - what have you been avoiding?

Part B - The Four Ceilings Self-Assessment

We all carry invisible ceilings that keep us from rising higher.

The book identifies four. Most of us struggle with at least one - and the first step is recognizing which one is limiting you right now.

THE FOUR CEILINGS

Ceiling 1: CONTENTMENT - You are comfortable where you are. Hunger is required to break through.

Ceiling 2: IGNORING REALITY - You are avoiding an honest look at your numbers, your behavior, or your impact. Honesty is required to move past this.

Ceiling 3: PERSONAL PRIDE - Your ego is resisting help and feedback. Humility is needed to push through.

Ceiling 4: KNOWING WITHOUT DOING - You understand what you need to do but aren't doing it consistently. Positive Habits are required to overcome this.

★ ACTIVITY: THE CEILING CHECK

Rate yourself on each ceiling from 1 (not a problem) to 5 (this is absolutely limiting me right now). Circle your number, then write one sentence about why you scored it that way.

Contentment:	1	2	3	4	5
Personal Pride:	1	2	3	4	5
Ignoring Reality:	1	2	3	4	5
Knowing w/o Doing:	1	2	3	4	5

My highest ceiling and what it's costing me:

Part C - The Four Types of People

Where you are is a starting point - not a sentence. The goal is to understand your current type honestly, so you can move toward where you want to be.

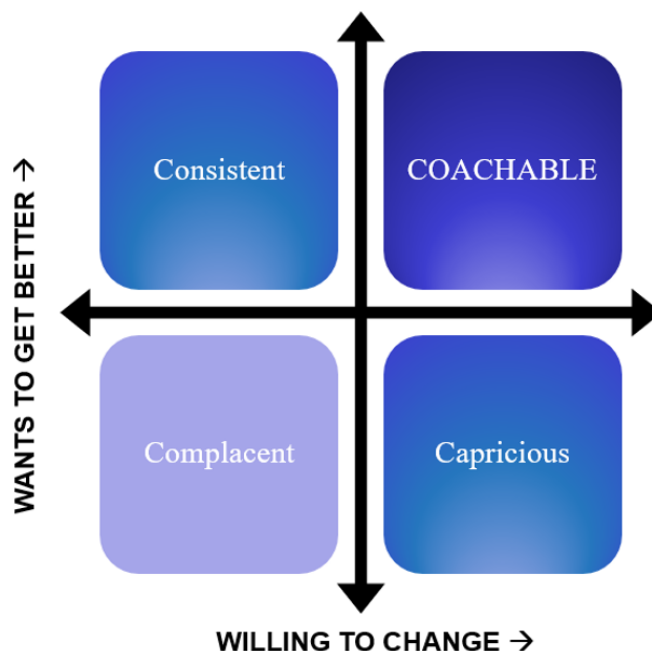
THE FOUR TYPES

1. Unskilled and Uncoachable - Not welcome on any good team.
2. Unskilled and Coachable - Good people with valuable growth potential.
3. Skilled and Uncoachable - The group that gets people fired or frustrated.
4. Skilled and Coachable - Ideal teammates and driven high achievers.

◆ REFLECT & RESPOND

Which type most accurately describes where you are right now?

Which type do you want to be?



Part D - Cowards, Campers, and Climbers

The three levels of commitment aren't just about ambition.

They show up in everyday behaviors - how you respond to a difficult meeting, a critical boss, a frustrating project, or a stretch goal that feels out of reach.

THREE LEVELS OF COMMITMENT

Level 1 - COWARDS: Shy away from attempting difficult challenges.

Level 2 - CAMPERS: Begin climbing and then become comfortable.

Level 3 - CLIMBERS: Continue pushing themselves to grow and improve.

★ ACTIVITY: WHERE HAVE YOU BEEN?

Think of one situation in the past six months where you acted as a Camper - you started something, got comfortable, and stopped pushing. Describe it briefly and write what a Climber would have done differently.

◆ SOLO OR WITH A PARTNER

Solo: Write your answers privately, then review them before moving to Lesson 1.

With a Partner: Share your Ceiling Check scores and your Camper/Climber story. Ask your partner: 'What ceiling do you think I bump into most often?' Listen without defending.

Part E - The Promise You Make Before You Begin

This workbook only works if you are honest. Not polished, not diplomatic, not careful - honest. The reflection prompts are not meant to make you look good.

They are meant to help you see clearly.

MY COMMITMENT

I commit to answering every reflection and activity in this workbook with honesty, not performance.

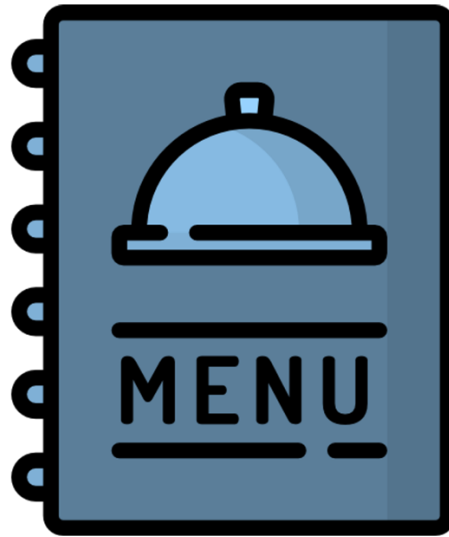
I accept that being uncomfortable with what I discover means the workbook is working.

I will take action on what I learn - not just read and nod.

Signed: _____ Date: _____

4 STEPS TO STAYING COACHABLE





LESSON ONE HUNGER Your Symbol: The Menu

CORE QUESTION: WHAT DO YOU WANT?



YOUR PROP: THE MENU

Place a menu - a restaurant menu, a printed list of options, anything with choices - somewhere you can see it this week. It is a reminder that the world is full of mountains to climb, but you must choose ONE.

Until you choose, you starve from indecision.

FROM THE STORY

On a hike through Zion's Narrows canyon, Gayle - a stranger who would become an unexpected mentor - challenged both Wallace and his son Max.

She handed each of them a laminated restaurant menu in the mail weeks later.

Not because she wanted them to eat - but because she wanted them to choose. 'You cannot effectively climb two mountains at the same time,' she wrote. 'Choosing is necessary. If you don't choose, you starve from indecision.'

Part 1B - What Level Is Your Hunger?

Staying Coachable starts with a hunger - wanting something badly enough to disrupt the inertia of the status quo. But not all hunger is equal. The level of hunger you bring determines how far you will go.

THE FOUR LEVELS OF HUNGER

Survival: Hunger for what your body needs to exist - the basics. Satisfaction: Hunger for personal pride and gratification.

Status: Hunger for impressing others and winning respect.

Significance: Hunger to impact and assist others as they learn to climb. Three of these four levels are focused entirely on yourself.

The hunger that sustains the longest climb is Significance.

◆ REFLECT & RESPOND

Which level of hunger most accurately describes your current motivation at work? What would shift in your daily behavior if you moved to Significance?

Part 1C - Choose Your Mountain

Every great story begins with a desire for something. Without a clearly chosen goal, you will drift - doing what is convenient rather than what is important.

Choosing is what separates climbers from campers.

"You cannot effectively climb two mountains at the same time. Choosing shifts your behavior. Instead of just doing things because they are convenient, clarity of purpose leads you to see and do things that are important - and with enthusiasm."

Gayle asked four powerful questions in her first letter. These questions are the foundation of your HUNGER. Do not rush through them. Return to them. Revise them.

The quality of your answers here will determine the quality of everything that follows.

What do you most want to achieve in your current role?

(Choose one mountain - be as specific as possible)

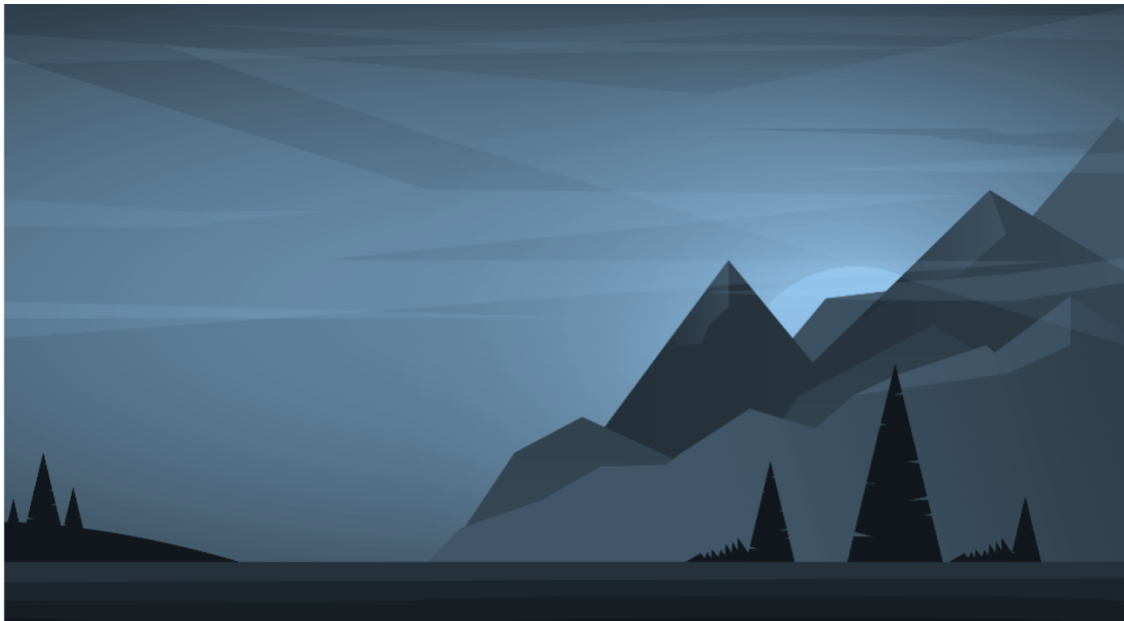
Where do you want to be, and by when? (Put a date on it - otherwise it is just a dream)

What would success look like?

(Describe the gap between where you are now and where you want to be)

Who do you most want to make proud?

(Be honest - your answer here drives more decisions than you realize)



Part 1D - The Fear Factor

Fear is the primary engine of complacency. When people refuse to try, it is almost always because the fear of failure feels heavier than the desire for growth.

"Fear is just imagining bad outcomes. Excitement is imagining good ones. Complacent people wither away in their comfort zone, paralyzed by fear - dreading other people's judgment or their own discomfort."

The good news: fear is a signal, not a verdict. The people who stay coachable are not fearless - they are people who choose to move despite the fear.

◆ REFLECT & RESPOND

What specific fear is keeping you from fully committing to your mountain? Name it directly - do not be vague. Then write what you are missing by staying safe.

◆ **SOLO OR WITH A PARTNER**

Solo: Write your fear out completely. Then reframe it - write it again as an exciting challenge rather than a threat.

With a Partner: Share your mountain and your fear with your partner. Ask them: 'Does this goal sound like it's really what I want, or does it sound safe?' Their perspective may reveal more than you expect.

Part 1E - My Hunger Commitment

Before moving to Lesson 2, complete your Mountain Statement. This is your anchor - the goal you are committing to for the rest of this workbook.

MY COMMITMENT	
<i>My chosen summit (goal):</i>	_____
<i>I will reach it by (specific date):</i>	_____
<i>I will know I have arrived when:</i>	_____
<i>The person I most want to make proud with this goal:</i>	_____
<i>One fear I am choosing to move through:</i>	_____



LESSON TWO

HONESTY

Your Symbol: The Mirror

CORE QUESTION: WHERE ARE YOU NOW?



YOUR PROP: THE MIRROR

Place a small mirror somewhere visible - your desk, your bathroom, your car. Every time you see it this week, ask yourself: 'Am I seeing myself clearly right now, or through a filter?'
The mirror is a reminder that a painful honest view of where you are is more valuable than a flattering one.

FROM THE STORY

Weeks after their hike, Wallace and Max received Gayle's second package. Inside was a simple mirror, and one question: 'Where are you now?' Max stared into it and winked. Wallace held it up and pointed at it, excited and nervous. Neither of them fully understood yet how hard this step would be - and how much they had been seeing themselves through comfortable filters.

Part 2A - The Comfortable Filter

We all see ourselves through filters. These are the comfortable stories we tell ourselves that allow us to feel better about our performance without having to change our behavior.

And those filters are the first thing standing between you and real growth.

"Troubles occur when we look at ourselves through filters that distort the reality of our behaviors and results instead of seeing them accurately in a clear mirror."

Filters include blame (pointing outward when results don't match expectations), comparison to people doing worse than you, minimizing mistakes, and dismissing feedback.

Every filter costs you something.

◆ **REFLECT & RESPOND**

What comfortable story have you been telling yourself about your performance that may not hold up under a clear mirror? What filter are you most likely to apply?

Part 2B - Know Your Numbers

Every true competitor knows their numbers. The metrics that measure their performance. The gaps between where they are and where they need to be. If you do not know your numbers, you cannot improve them.

"All true competitors and achievers know their numbers. If you don't know your numbers - or whatever metrics are important to succeed in your position - you will underachieve and need a clearer mirror. Knowing your numbers leads to improving them."

★ ACTIVITY: YOUR NUMBERS AUDIT

Identify 2-3 measurable metrics that reflect your performance in your current role.

These could be sales figures, project completion rates, feedback scores, team development goals, or any other data that reflects how well you are doing what you need to do. Write your current number, then your target.

Metric 1: _____	Current: _____	Target: _____
Metric 2: _____	Current: _____	Target: _____
Metric 3: _____	Current: _____	Target: _____

What does the gap between your current numbers and your targets tell you?

What have you been avoiding acknowledging?



◆ **SOLO OR WITH A PARTNER**

Solo: Write your honest self-assessment as a letter to yourself.

Address it to 'Dear [Your Name]' and describe where you actually are - your numbers, your obstacles, your impact on the team, and the filter you've been using. Keep it private if you prefer.

With a Partner: Share one insight from your Numbers Audit with your partner.

Then ask each other: 'What 'Why' question have you been asking that we should both replace with a 'How' question?'

Part 2F - My Honesty Commitment

MY COMMITMENT

The filter I have been using that I am now willing to set aside:

The number I have been avoiding looking at honestly:

The internal obstacle I am taking responsibility for:

One way I will be more honest with my team this week:



LESSON THREE HUMILITY Your Symbol: The Mug

CORE QUESTION: WHAT WEAKNESS DO YOU NEED TO ADMIT?



YOUR PROP: THE MUG

Keep a coffee mug or cup at your workspace this week - empty. Every time you see it, ask yourself: 'Am I approaching this conversation, this feedback, this coaching moment as an empty mug - greedy and grateful? Or am I already full?' A full cup cannot receive anything new without making a mess.

FROM THE STORY

Gayle's third package arrived with a large blue ceramic mug. No logo. No saying. Just a mug. Max held it and stared into its emptiness, confused. Then he read her letter: 'You can't pour growth into a cup already full of assumptions and ego.' Wallace finished reading and realized something uncomfortable - everything he had been frustrated with Max for doing with his basketball coach, Wallace had been doing with his manager at work. Pouting. Annoyed. Unappreciative. The mug wasn't just for Max.

Part 3A - Confidence, Arrogance, and Humility

Many people confuse humility with weakness, or think arrogance is required for confidence. Gayle made the distinction clear, and it is worth sitting with.

THREE CRITICAL DISTINCTIONS

CONFIDENCE: Thinking you can help.

ARROGANCE: Thinking you don't need help.

HUMILITY: Being willing to accept help. Arrogance is not inherently bad - boldness requires a belief in yourself. But too much of it becomes isolating.

And when arrogance keeps you from listening, from learning, from letting others help you improve, it stops being a strength and starts being your ceiling.

◆ REFLECT & RESPOND

Which of the three most describes how you typically show up when receiving coaching or feedback? Give a specific recent example of that pattern in action.

Part 3D - Always Stay Sincerely Curious (ASSC)

The fastest route to improvement is to learn from someone else's mistakes and experiences. That is exactly what coaches and mentors provide. But you have to stay curious enough to seek them out - and humble enough to listen when you find them.

"You need other voices - because 90% of your daily thoughts are the same ones from the day before. And the same thoughts lead to the same actions and the same results. Different results require different thinking."

★ ACTIVITY: BUILD YOUR MENTOR MAP

Identify two people in your professional life who are genuinely qualified to help you reach your chosen mountain.

Write their name, what they know that you need, and one specific question you should ask them. Then schedule the conversation.

Mentor 1: _____ What they know: _____

My question: _____

Mentor 2: _____ What they know: _____

My question: _____

Part 3F - My Humility Commitment

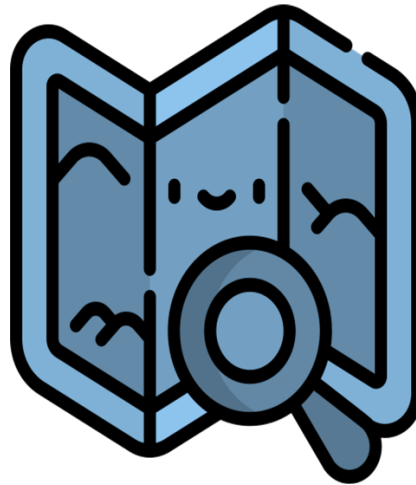
MY COMMITMENT

The weakness I most need to admit in order to contribute what my team needs: _____

The mentor I will reach out to this week for guidance:

The way I will demonstrate I am an empty mug in my next feedback conversation: _____

The person I owe appreciation to, and how I will express it:



LESSON FOUR HABITS Your Symbol: The Map

CORE QUESTION: WHAT WILL YOU DO DIFFERENTLY?



YOUR PROP: THE MAP

Place a physical map - or print one, or pull one up on your phone - somewhere you will see it this week. It is a reminder that your destination requires movement. You cannot steer a parked car. Habits are the steps on the route. Without them, your hunger, your honesty, and your humility remain good intentions that never become results.

FROM THE STORY

The fourth box from Gayle contained a foldable road map - orange cover, mountains on it, waterproof. Wallace found it odd. Max had no idea what it meant.

But Gayle's letter made it clear: 'Reaching your destination requires a commitment to move intentionally in that direction.

When you change what you do, you inevitably change your destination.' The map wasn't about geography. It was about daily choices.

Part 4A - Movement Creates Momentum

The fourth stage is deceptively demanding. People expect that reaching their goal will require extraordinary things.

The reality is harder: it requires doing small, simple things with extraordinary consistency. Every single day. Especially on the days you don't feel like it.

"You do well what you do often. You cannot steer a parked car. Movement creates momentum."

Your habits are the external evidence of your internal commitments.

A person who says they are committed to growth but changes nothing in their daily behavior is not committed - they are interested.

Commitment shows up in what you do when no one is watching.

◆ **REFLECT & RESPOND**

What simple, repeatable action - if done consistently every day - would have the greatest positive impact on your progress toward your mountain? Why haven't you been doing it consistently?

Part 4B - The Four Habits Questions

Gayle's fourth letter asked four questions. These are not complex. But answering them specifically is the difference between a plan you follow and a plan that collects dust.

1. WHAT WILL YOU DO DIFFERENTLY? (Name a specific new behavior you are starting - not a general intention, a specific action)

2. WHAT ARE YOU DOING OCCASIONALLY THAT YOU WILL NOW DO CONSISTENTLY? (If you work out once, you don't get in shape. What needs to go from occasional to daily?)

3. WHAT THINGS ARE CURRENT DISTRACTIONS THAT YOU WILL STOP DOING? (Old habits are comfortable and appealing. Name the ones you are cutting.)

4. HOW WILL YOU ACKNOWLEDGE YOUR PROGRESS? (Disciplined effort declines without encouragement. Define your milestone celebrations.)

Part 4C - The Film Crew Exercise

One of the most powerful tools in this entire workbook is a simple thought experiment. It will clarify your habits better than any list you could make.

"Imagine a film crew from the future traveled back in time to document what led to your tremendous growth and success. What would they record you doing every single day?"

★ **ACTIVITY: THE DOCUMENTARY SCENE**

Write out that film crew's footage. Describe your ideal daily habits as if they were already happening - what you do in the morning, how you approach your work, how you engage your team, how you invest in your development. Write it in present tense, as if it is already true.

Part 4D - The Identity Shift

Old habits are not just distractions - they are identity anchors.

They reflect who you have been. Building new habits requires you to consciously create a new identity: who you are becoming.

"When you feel like sleeping in, or acting annoyed and angry, or investing your time somewhere that you shouldn't, tell yourself: 'I'm not like that... I'm a person who...' Finish the thought with the positive habit you wish to sustain."

This is not wishful thinking. It is a psychological tool. When your behavior is attached to your identity rather than your willpower, it becomes far more sustainable.

★ ACTIVITY: YOUR NEW IDENTITY STATEMENTS

Write three 'I am a person who...' statements that align with your summit, your habits, and the version of yourself you are committed to becoming.

Make them specific to your role and your goals.

I am a person who:
I am a person who:
I am a person who:

Part 4E - Your 30-Day Habit Tracker

Disciplined effort declines without encouragement.

Focused activity fades without appreciation. You need to be able to see your momentum - to acknowledge the string of daily commitments you are building.

"Eddie used to say that earring people get beat by necklace people. He meant that once was not enough - to be successful you have to put a string of behaviors together."

Below, define your top 3 daily habits and track them for 30 days.

Check the box each day you complete them. When you look at a row of checkmarks, that is not just a tracker - that is the visual proof of your commitment.

Daily Habit 1: _____

Daily Habit 2: _____

Daily Habit 3: _____

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

◆ SOLO OR WITH A PARTNER

Solo: Fill in your full Action Map (Part 4F) on your own, then read it aloud to yourself once. Hearing your commitment activates it differently than writing it.

With a Partner: Exchange your Action Maps with your partner. Read each other's commitments. Ask: 'Is this specific enough to actually hold you accountable, or could it be more concrete?' Help each other sharpen the plan.

Part 4F - My Personal Action Map

This is the most important page in the workbook.

Every lesson has built to this moment. Fill it in carefully. Keep it visible.

MY COMMITMENT
MY SUMMIT (goal + date): _____
DAILY HABIT 1 (what I will do differently): _____
DAILY HABIT 2 (what I will do consistently): _____
DAILY HABIT 3 (what I am starting to replace a distraction): _____
DISTRACTION I AM ELIMINATING: _____
MY ACCOUNTABILITY PARTNER: _____
HOW I WILL CELEBRATE AT 30 DAYS: _____
HOW I WILL CELEBRATE AT 60 DAYS: _____
HOW I WILL CELEBRATE AT 90 DAYS: _____

THE COMMITMENT TO KEEP CLIMBING

FROM THE STORY

By the time Gayle's final letter arrived, both Max and Wallace had changed. Max was shooting better, defending with more energy, and listening gratefully to his coach's feedback. Wallace had stopped dodging his manager's help and had embraced the new platform his company needed. Neither of them had become perfect. They had become coachable. And that made everything else possible.

Your Coachability Pledge

You have now worked through all four lessons. You have named your hunger, held up a clear mirror, emptied your mug, and mapped your route.

What comes next is not another workbook - it is daily action.

"Toughness is consistency in the midst of adversity."

The siren song of comfort will call to you.

You will have days when old habits feel more appealing than new ones. On those days, return to this page. Read your pledge. Remember what you chose.

MY COACHABILITY PLEDGE

I am hungry for:

I am honest about:

I am humble enough to:

My daily habit is:

I am a person who:

Signed: _____

Date:

Quotes for Your Climb

"He that won't be counselled, can't be helped. - Ben Franklin"

"It is the capacity to develop and improve their skills that distinguishes leaders from followers. - Warren Bennis"

"The illiterate of the future are not those who cannot read or write, but those who cannot learn, unlearn, and relearn. - Alvin Toffler"

"If we don't change, we don't grow. If we don't grow, we aren't really living. - Gail Sheehy"

"Success doesn't lead to falling. Arrogance leads to falling. - Jim Collins"

"If you want to win, you're coachable. - Jeff Van Gundy"

"It is not the strongest of the species that survives, nor the most intelligent; it is the one most adaptable to change. - Charles Darwin"

What you just did matters more than you think!

Most people read a good book, feel genuinely inspired, and then walk back into their lives and their teams without changing a single thing.

Not because they didn't care. Because **knowing and doing are two completely different muscles**, and most people never train the second one.

You just did.

Working through these activities means you are already ahead of the curve.

You have turned ideas into reflection, reflection into commitment, and commitment into a plan. That is not nothing. That is exactly how sticky cultures get built.

But here is what I want you to see: **this workbook is one piece of a larger process.**

A truly sticky culture, one where great people want to stay and give their best, is not built from a single idea or a single book. It is built from leaders and teammates who are growing together, aligned around the same commitments, and intentional about the way they show up every single day.

That is what the **Sticky Cultures framework** is designed to support.

The four books and four workbooks in this series are not independent events. They are a connected journey. Each one builds on the others. Each one targets a different dimension of what makes a team genuinely great, and together they create something that lasts long after the event, the retreat, or the good intentions fade.

You have started climbing.

There are more mountains ahead, and the view only gets better!

To explore the full Sticky Cultures process and see what the next step looks like for you and your team, visit www.StickyCultures.com

1
CONNECT TEAM MEMBERS TO DEVELOP TRUST AND IMPROVE COLLABORATION

SEAN GLAZE
THE 10 COMMANDMENTS OF WINNING TEAMMATES

GREAT RESULTS TEAM BUILDING

STAYING COACHABLE
A 90-Day Action Plan to Help You and Your Team Thrive in Change
SEAN GLAZE

2
ENCOURAGE TEAM MEMBERS TO SEEK GROWTH AND FEEDBACK TO THRIVE IN CHANGE

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3
GROW LEADERS WITH INSIGHTS TO HAVE PRODUCTIVE INTERACTIONS AND PRIORITIES

SEAN GLAZE
WHAT EFFECTIVE LEADERS DO

EFFECTIVE LEADERS

4
EQUIP LEADERS WITH FIVE KEY QUESTIONS TO BUILD A GREAT TEAM CULTURE

SEAN GLAZE
Rapid Teamwork
5 Essential Steps to Transform Any Group into a GREAT Team

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Book Sean to speak at your next event or facilitate a team building experience for your organization.