

Peter Lynch

Head of People & Culture

Cardinal Group

COMPANIES

Authentic Talent

your path to connection, influence and impact



Social Influence Online Authenticity



Your Challenge



1 Thing

Social Influence

Authentic Talent

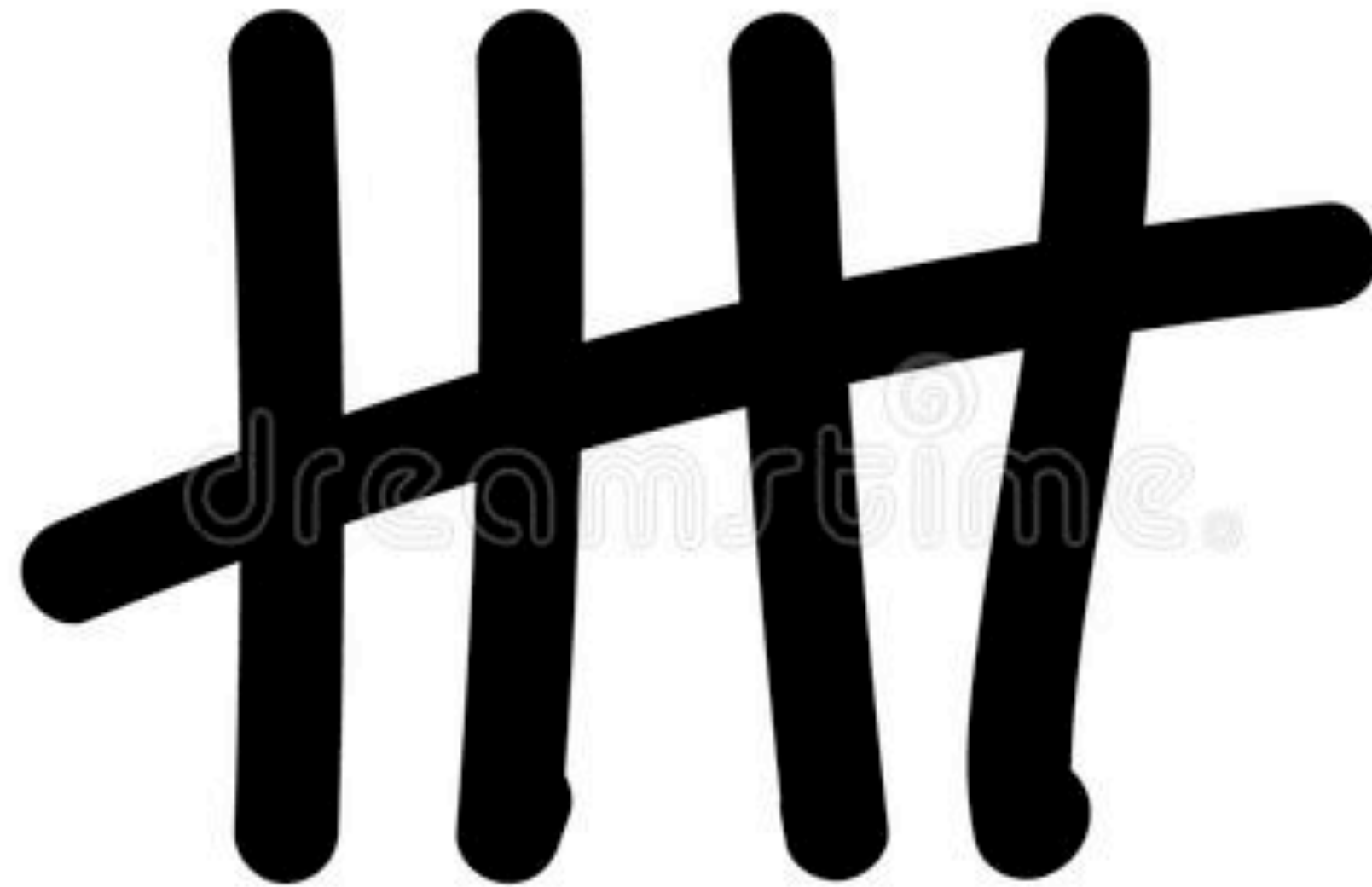
your path to connection, influence and impact



“Bringing out the best in others is how people found the best in themselves.”

Margaret Heffernan
CEO

SOCIAL INFLUENCE




SOCIAL INFLUENCE

engage users with responses


1

 **Mary Faulkner, SHRM-SCP** • 1st
Talent Strategist & Business Leader | Author of Survi...
9 d
The hat and the pocket square are AMAZING.


 Like  Reply | 1 Like • 1 Reply

 **Peter Lynch** Author
Founder | Keynote Speaker | Talent & Culture...
9 d
I couldn't agree more [Mary](#)!!! The hat seemed to complete the outfit...I may have to leverage this look with the hat going forward!! 😊


 Like  Reply | 1 Like

 **Casey Denby** • 1st
Transitioning Strategy into Execution | Global Operati...
7 d
Great news Peter!


 Like  Reply | 1 Like • 1 Reply

 **Peter Lynch** Author
Founder | Keynote Speaker | Talent & Culture...
7 d
Thanks [Casey](#)!!


 Like  Reply | 1 Like

 **Grace Estripeaut** • 1st
CEO ★ Corporate Mindfulness Expert ★Professional...
10 hrs
10000%


 Like  Reply | 1 Like • 1 Reply

 **Peter Lynch** Author
Founder | Keynote Speaker | Talent & Culture...
10 hrs
👊👊 thanks!


 Like  Reply

 **Tony Grebmeier** • 1st
Chase the wins, study the lessons and never give up!
22 hrs
Thanks for sharing.

 Like  Reply | 1 Like • 1 Reply

 **Peter Lynch** Author
Founder | Keynote Speaker | Talent & Culture...
22 hrs
Thanks for your time this morning!!

 Like  Reply

 **Tony Grebmeier**
Thank you Peter for the amazing interview! Cheers!

2d [Like](#) [Reply](#)

 **Peter Lynch - Author and Keynote Speaker**
👊👊

2d [Like](#) [Reply](#)

 Reply as Peter Lynch - Author and Keynote Speaker

 **Jonathan Sprouffske**
Downloaded! I will listen to it on the way home!

2d [Like](#) [Reply](#) [Message](#)

 **Peter Lynch - Author and Keynote Speaker**
Thanks [Jonathan](#)!!! 👊

2d [Like](#) [Reply](#)

 **Brad Gay**
Get em!

1w [Like](#) [Reply](#) [Message](#)

 **Peter Lynch**
Thanks [Brad](#)!! 👊👊

1w [Like](#) [Reply](#) [Message](#)

 Reply as Peter Lynch - Author and Keynote Speaker

 **Penny Goodnight**
Get it!!!


1w [Like](#) [Reply](#) [Message](#)

 **Peter Lynch**
Thanks!!

1w [Like](#) [Reply](#) [Message](#)

 **Penny Goodnight**
You're welcome! You rock, man!




1w [Like](#) [Reply](#) [Message](#)




 **Peter Lynch - Author and Keynote Speaker**
Penny Goodnight likewise! 👊




1




SOCIAL INFLUENCE engage users in conversation




1




**Peter Lynch** Author 3mo ...
International Speaker | Head of People & Culture | Passionate about Fixin...
Troy Ritchie, I know you just developed your own tool...how is it going so far?
 · 1 Like |  · 4 Replies




**Troy Ritchie** · 1st 3mo ...
I'm the no sales pitch sales pro empowering others to increase ...
so far so good **Peter Lynch**! The growth opportunity for me is to review the day on a daily basis. I'm pretty good at planning the start of the day, now to master the end of the day!
 · 1 Like | 




**Peter Lynch** Author 3mo ...
International Speaker | Head of People & Culture | Passionate a...
Troy Ritchie That is a brilliant point. I would say I am exactly the same and never really thought about that until just now! I will focus on mastering the "end of the day" as well!
 · 1 Like | 




**Troy Ritchie** · 1st 3mo ...
I'm the no sales pitch sales pro empowering others to increase ...
"It's how you finish" - Pete Carroll 😎
 · 1 Like | 




**Peter Lynch** Author 3mo ...
International Speaker | Head of People & Culture | Passionate a...
Troy Ritchie #GoHawks
 | 




**Dave Sayers** · 1st 3mo ...
Learning and Development | Content & Design | Facilitation Expert | Cust...
I've used the Panda Planner, it is good for tracking weekly progress.
 · 2 Likes |  · 3 Replies




**Peter Lynch** Author 3mo ...
International Speaker | Head of People & Culture | Passionate a...
I've heard great reviews about the panda planner! Let me know what you think of it **Dave**!!
 · 1 Like | 




**Levi Martin** · 1st 3mo (edited) ...
Business Intelligence Architect, SQL DBA, & Aspiring Leader/Me...
Dave Sayers & **Peter Lynch**, Panda Planner is great, especially in bringing in some fun! I thoroughly enjoy the options provided by **Habit Nest** in all aspects including health. Right now I'm utilizing **Rocketbook** and the openness of it is amazing!
 · 1 Like | 




**Peter Lynch** Author 3mo ...
International Speaker | Head of People & Culture | Passionate a...
Levi Martin Awesome! Thanks for the input **Levi**...I will check out Habit Nest!
 · 1 Like | 

**Kristine Maleri** · 1st 3mo ...
Senior Account Executive- SaaS | Learning and Development | Cloud | IT ...
Great post **Peter Lynch** - in fact I have my new journal sitting on my desk and this is part of my plan for a jump start in 2020. Happy New Year!
 · 3 Likes | 

**Peter Lynch** Author 3mo ...
International Speaker | Head of People & Culture | Passionate a...
That's awesome **Kristine Maleri**!! What journal are you using?
 | 

**Kristine Maleri** · 1st 3mo ...
Senior Account Executive- SaaS | Learning and Development | ...
Peter Lynch Start Today- Rachel Hollis
 · 1 Like | 

**Peter Lynch** Author 3mo ...
International Speaker | Head of People & Culture | Passionate a...
Kristine Maleri I have heard great reviews on it!
 · 1 Like | 

**Peter Lynch** Author 3mo (edited) ...
International Speaker | Head of People & Culture | Passionate a...
Here is the link should anyone want this! **Rachel Hollis**
<https://thehollisco.com/pages/start-today>
 | 

SOCIAL INFLUENCE questions and numbers



Peter Lynch
International Speaker | Head of People & Culture | Passionate about Fixing the...
3mo • 🌐

...

Want to beat 97% of the population in achieving goals?

Are you writing your goals down? ...see more



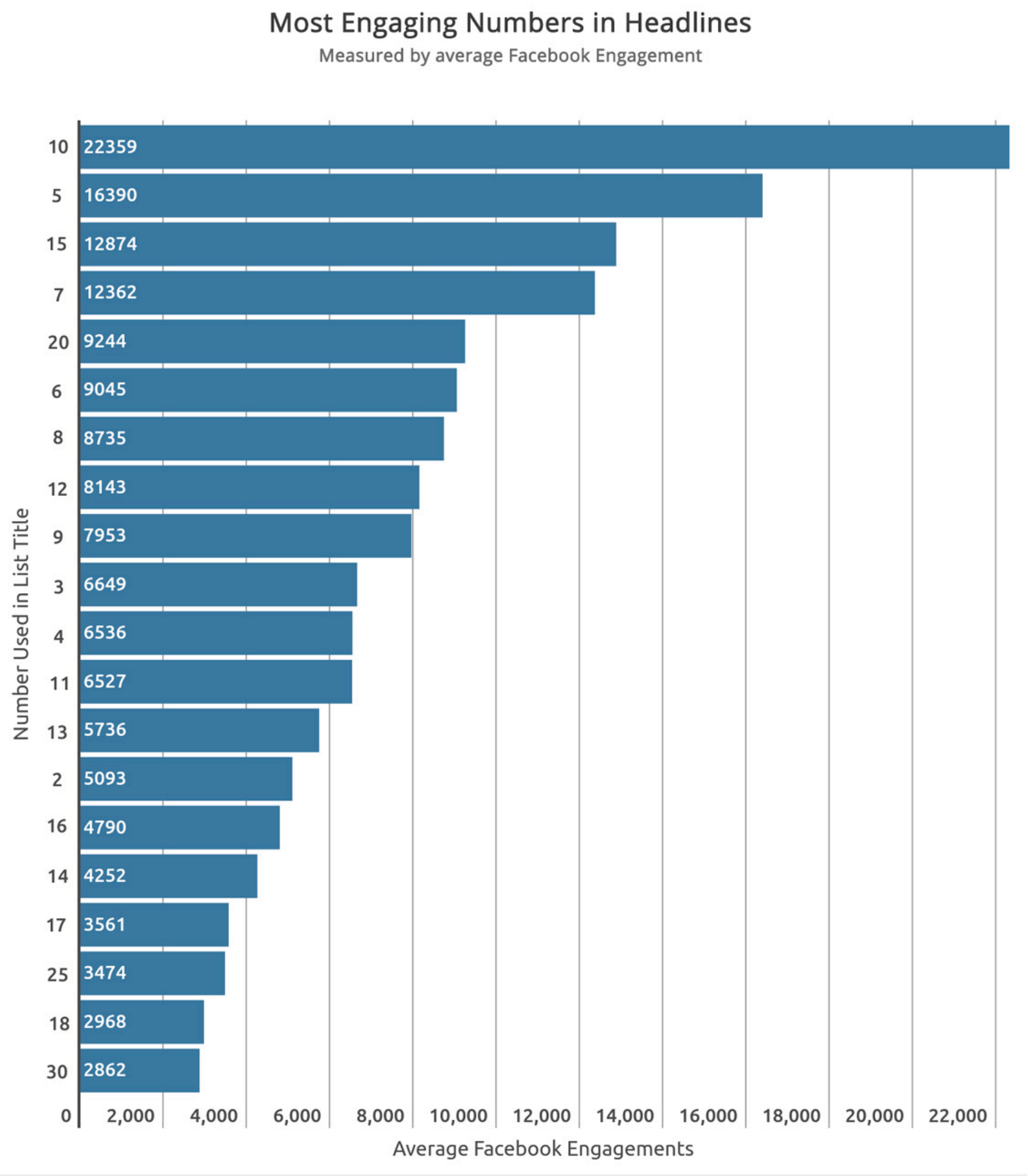


337 • 104 Comments



Like Comment Share

📈 16,664 views of your post in the feed



SOCIAL INFLUENCE create value



Peter Lynch
International Speaker | Head of People & Culture | Passionate about Fixing the...
3mo • 🌐

...

Want to beat 97% of the population in achieving goals?

Are you writing your goals down? ...see more






337 • 104 Comments

 Like

 Comment

 Share


 16,664 views of your post in the feed

You're a true influencer!

+

INBOX ×

Important ×


 Personal ▾

SW

Sam

To: Peter Lynch

Thursday, Jan 16, 4:43 PM

 ...


Hey Peter - happy [Thursday](#)!

I wanted to share with you that two of our team members have already purchased and absolutely love the organizer you shared on your IG the other day.

I'll leave them anonymous, as they purely did it for their own personal growth, but I just thought that was awesome so I wanted to send it your way.

All the best,

--



SOCIAL INFLUENCE content and hashtags

4

Want to beat 97% of the population in achieving goals?

Are you writing your goals down?

A Harvard MBA study looked at a graduating class and goals. They found:

- 👉 84% had no clear goals
- 👉 13% had goals in their mind but not written
- 👉 3% had goals written down with plans to accomplish

The 13% of the class who had goals were earning, on average, twice as much as the 84% who had no goals at all.

🔥 Even more staggering – the 3% who had clear, written goals were earning, on average, 10 times as much as the other 97% COMBINED. 🔥

I just hit 6 straight weeks of planning, writing down goals and journaling! And I can tell you the difference is staggering.

You want 2020 to look different than 2019? Take time right now to get a journal/planning tool and start writing down you goals. You will be amazed at the results.

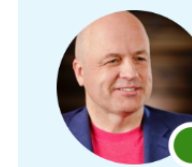
The 2 tools I use are:

Be Fulfilled Journal: <https://lnkd.in/e5vc5v6>

Purpose Planner: <https://lnkd.in/e5xsXbQ>

What do you use?

Add the tools you use in the comments! 👍



Congrats, your post has been
trending in **#success**

...
12m

[View hashtag](#)



Congrats, your post has been
trending in **#futureofwork**

...
2h

[View hashtag](#)



Congrats, your post has been
trending in **#storytelling**

...
2h

[View hashtag](#)

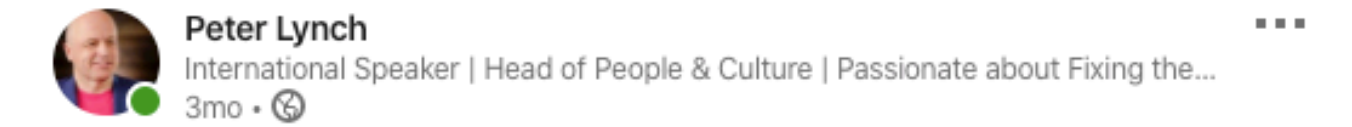
SOCIAL INFLUENCE photo and video

5



Super Bowl 21 and the Power of Momentum

13K views · February 6, 2017



Want to beat 97% of the population in achieving goals?

Are you writing your goals down?

...see more

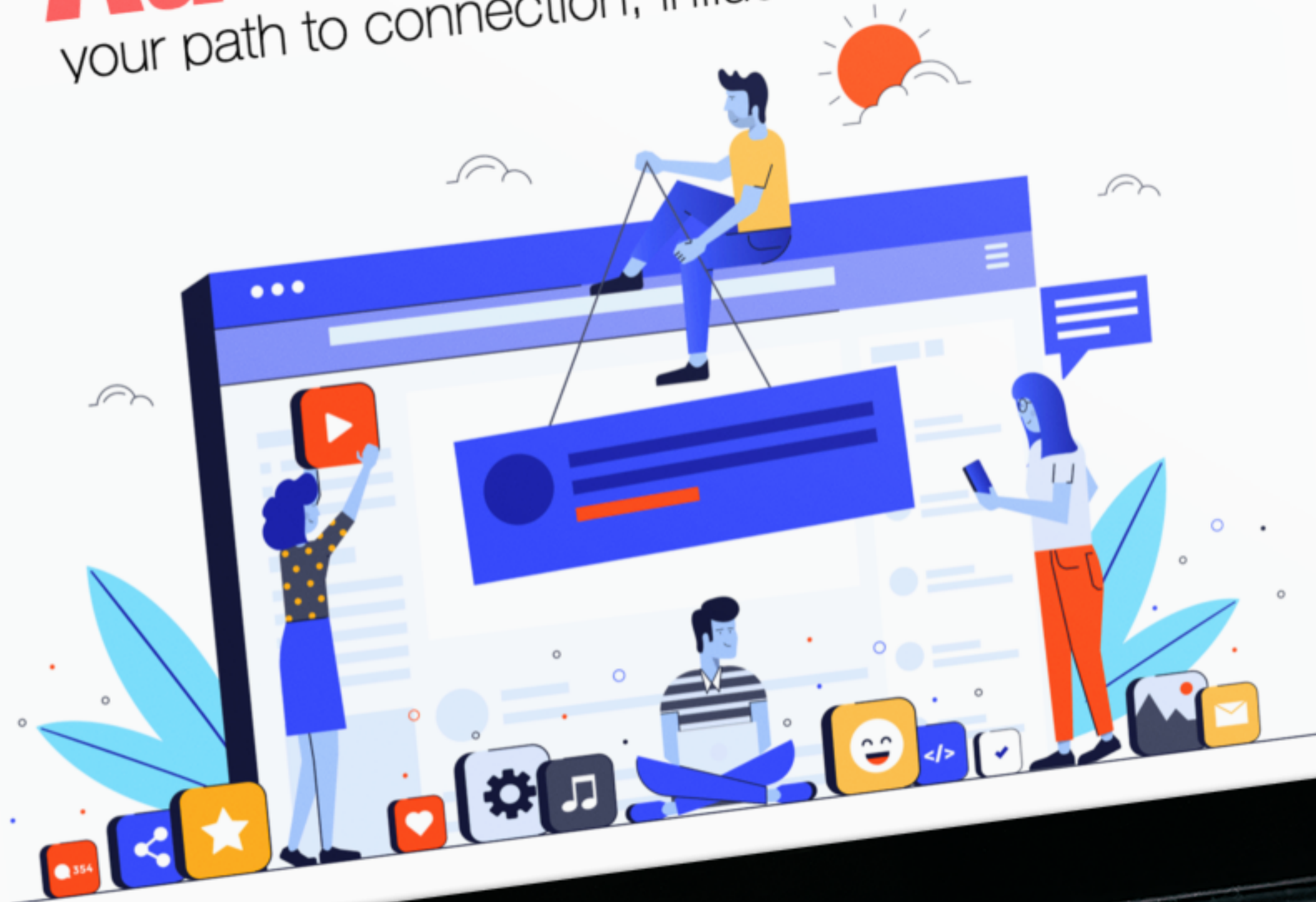


- Video generates **80% more conversions**
- Posts with images generate a **98% higher** comment rate
- Our brain only needs **1/10th of a second** to understand an image
- Posts with images get **over 3.2x more engagement** than those without images
- Content with relevant images gets **94% more views** than content without relevant images
- People remember visual information **6x better** than the information they have read or heard

Online Authenticity

Authentic Talent

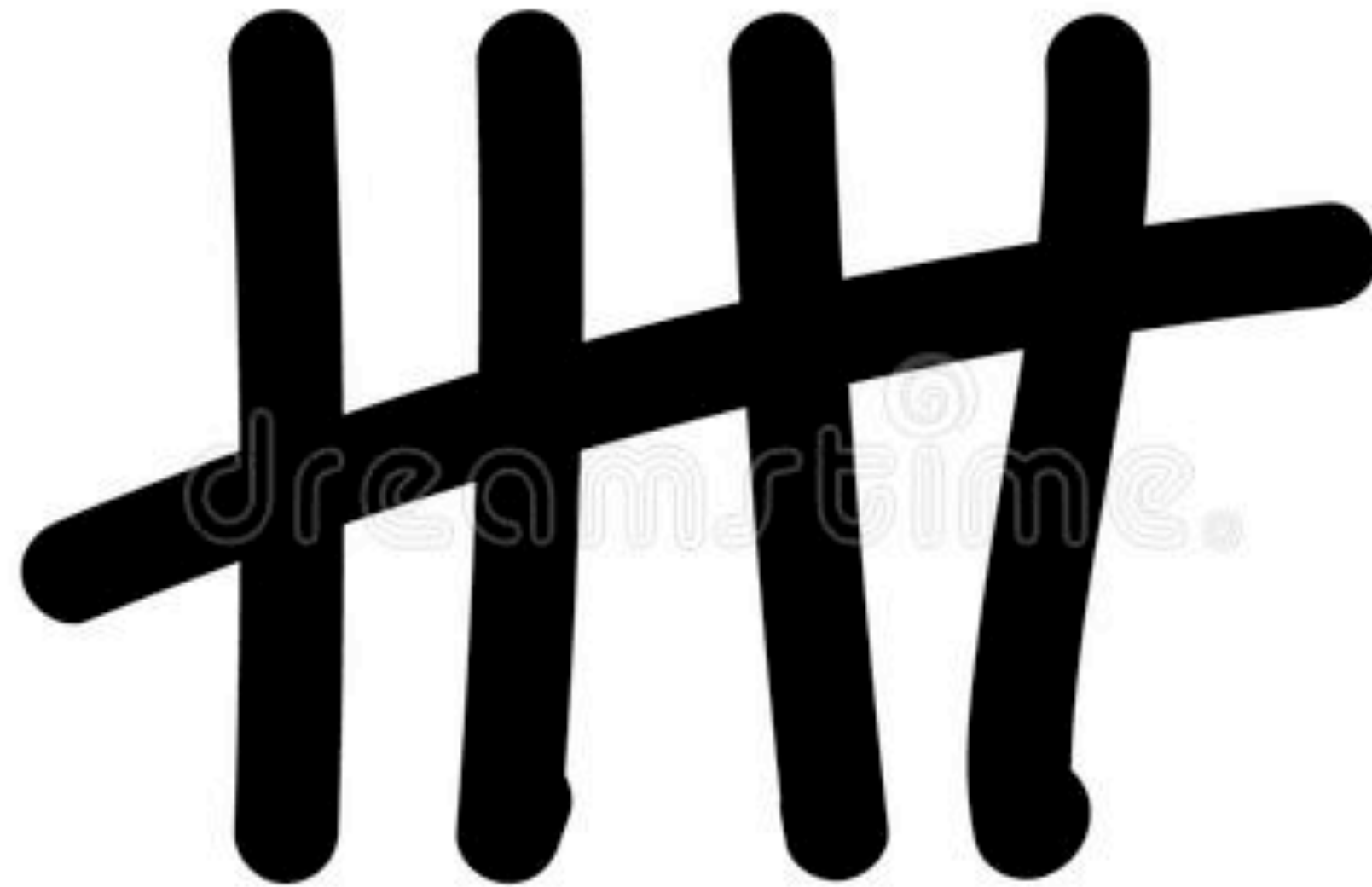
your path to connection, influence and impact



“You are imperfect, permanently and inevitably flawed. And you are beautiful.”

Amy Bloom
Author

ONLINE AUTHENTICITY



ONLINE AUTHENTICITY a core belief

1

YOU MUST GIVE A

DAMN

about people!

ONLINE AUTHENTICITY the ugly advantage

2



金継ぎ
Kintsugi (Japanese)



ONLINE AUTHENTICITY

a new kind of troll



Peter Lynch - Author a...
about 3 years ago

✓ See First



Tyler [redacted]


His forehead takes up half of his head :o


1y Like Reply

ONLINE AUTHENTICITY

a new kind of troll






 **Tyler** [redacted]
His forehead takes up half of his head :o
1y Like Reply

 **Peter Lynch - Author and Keynote Speaker**
Tyler...I am so offended! My forehead is easily 2/3 of my head!

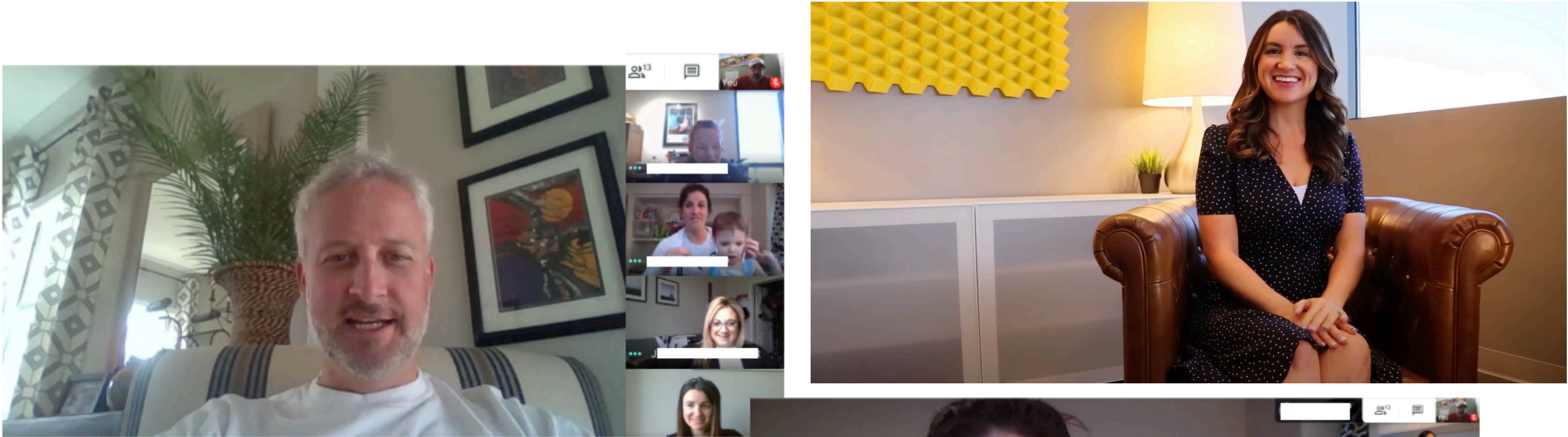
I hope you are having a great start to 2016!
1y Like Reply

 **Tyler** [redacted]
You sir
1y Like Reply

 **Tyler** [redacted]
Deserve a award
1y Like Reply

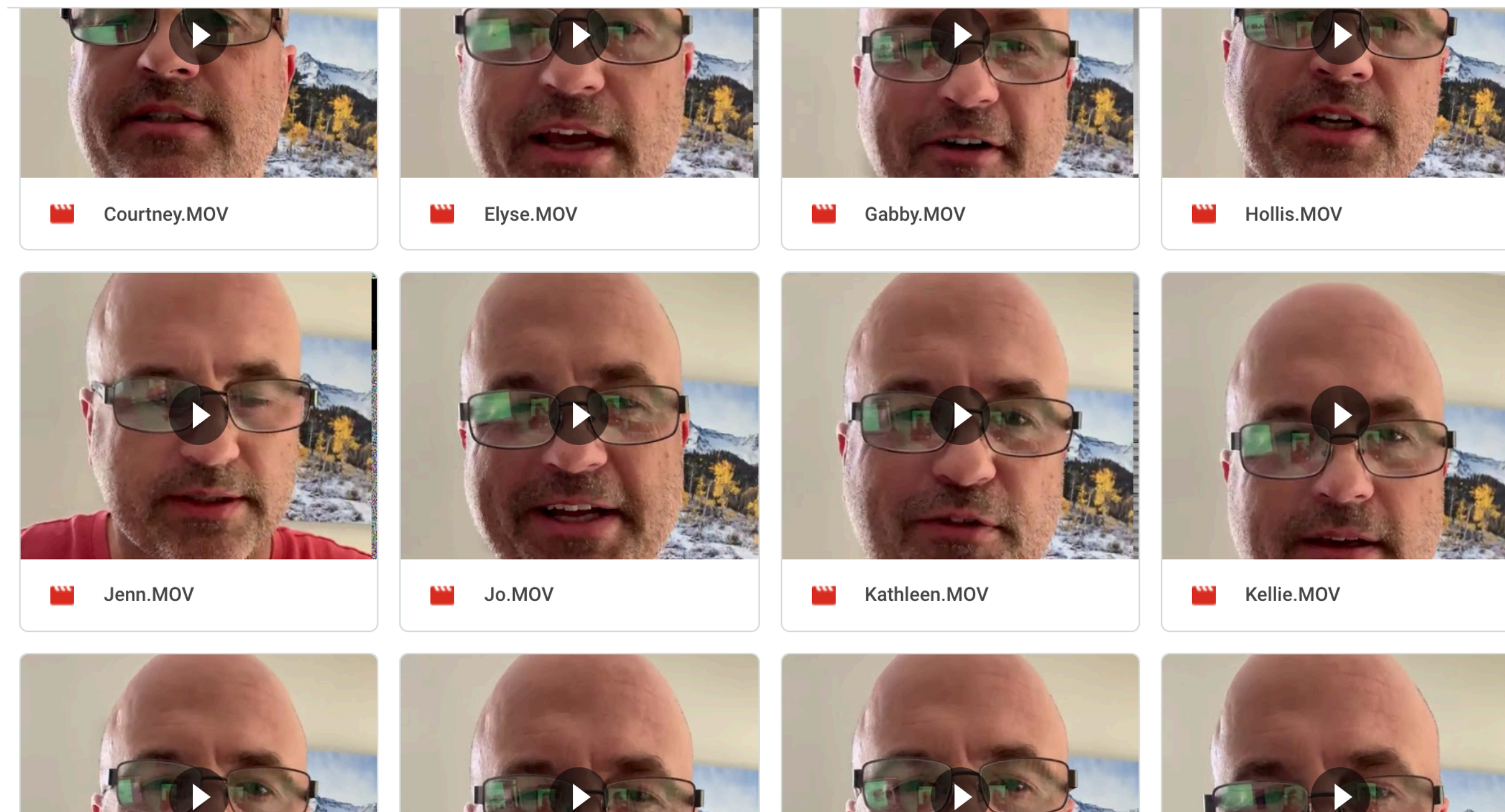
 **Peter Lynch - Author and Keynote Speaker**
I accept that award! Who doesn't love an award!
1y Like Reply  1

ONLINE AUTHENTICITY lived offline first



ONLINE AUTHENTICITY lived offline first

5



“Thank you so much for that, Peter! **I needed to hear that.**”

“I have **such a love for this company** and can honestly say being here the best thing to happen in my career.”

“WOW! That made my day, really needed to hear that...and I'm sooo not crying...**ah who am I kidding...I totally cried.**”

> Success

Success is based on what you...

Greatness is based on what you...

Give > **Get**

pursue greatness...not success



1 Thing

Thank You!

peter.lynch@cardinalgroup.com

