
“Flip Your Mindset and Live F.R.E.S.H!”

How to Cook Up the Results You
Hunger For in Your Career, Business or
Organization

BY: FRANK C. KITCHEN
WWW.FRANKKITCHEN.COM



INTRODUCTION

LET'S BE REAL—RESULTS DON'T COME FROM WISHFUL THINKING. THEY COME FROM ACTION. THE TRUTH? THE PERSON MOST RESPONSIBLE FOR THE RESULTS YOU PRODUCE LOOKS AT YOU IN THE MIRROR EVERY MORNING. ARE YOU TIRED OF TALKING ABOUT YOUR GOALS AND READY TO START LIVING THEM? IT'S TIME TO FLIP YOUR MINDSET AND LIVE F.R.E.S.H.

LIVE F.R.E.S.H.

F.R.E.S.H. IS MORE THAN A FEEL-GOOD ACRONYM. IT'S A FIVE-PART RECIPE FOR SUCCESS DESIGNED TO SHIFT YOUR MINDSET FROM LIMITED TO LIMITLESS. EACH ACTION STEP HELPS YOU COOK UP RESULTS WORTH SHARING, REPEATING, AND CELEBRATING.

MINDSET IS CONTAGIOUS

MINDSET IS OFTEN TREATED AS A PERSONAL THING. BUT HERE'S THE TRUTH: YOUR MINDSET AFFECTS EVERYONE AROUND YOU.

- NEGATIVE THINKING CREATES BARRIERS—MENTAL, PHYSICAL, AND EVEN FISCAL.
- A POSITIVE MINDSET DOESN'T JUST IMPROVE YOUR MOOD; IT BOOSTS CULTURE, PRODUCTIVITY, AND YOUR RESULTS.
- JUST LIKE A COLD, YOUR MINDSET IS CONTAGIOUS. MAKE SURE YOURS IS WORTH CATCHING.

“FLIP YOUR MINDSET & LIVE F.R.E.S.H.”



F – LIVE FOCUSED

FOCUS IS YOUR FIRST INGREDIENT. WHEN YOU'RE FOCUSED:

- YOU ELIMINATE DISTRACTIONS.
- YOU GAIN CLARITY.
- YOU MOVE FROM WISHFUL THINKING TO INTENTIONAL DOING.

ACTION TIPS:

- BE SPECIFIC ABOUT YOUR GOALS. "I WANT TO GROW MY BUSINESS" IS VAGUE. TRY: "I WANT TO GAIN 3 NEW CLIENTS IN THE EDUCATION SECTOR BY Q4."
- WRITE IT DOWN. SHARE IT. OWN IT.
- SET BOUNDARIES AROUND YOUR TIME, SPACE, AND ENERGY.

TIP: FOCUS DOESN'T MEAN SAYING YES TO EVERYTHING. IT MEANS SAYING NO TO THE WRONG THINGS.

R – LIVE RESOURCEFUL

DON'T HAVE THE MONEY? DON'T HAVE THE TIME? DON'T HAVE THE EXPERIENCE? GOOD. THAT MEANS YOU'RE READY TO GET CREATIVE.

ACTION TIPS:

- FOCUS ON WHAT YOU DO HAVE, NOT WHAT YOU DON'T.
- MAKE A "RESOURCE SHOPPING LIST." THEN BRAINSTORM WHERE, HOW, OR WHO CAN HELP YOU GET THOSE RESOURCES.
- A.S.K. – ALWAYS SEEK KNOWLEDGE. THAT MEANS ASKING QUESTIONS, SEEKING MENTORSHIP, AND EXPANDING YOUR CIRCLE.

TIP: THE MOST VALUABLE RESOURCE IS OFTEN JUST A CONVERSATION AWAY. START TALKING.

E - LIVE ENTHUSIASTIC

HERE'S THE DEAL, IF YOUR GOAL DOESN'T EXCITE YOU, IT WON'T EXCITE ANYONE ELSE.

ACTION TIPS:

- WRITE DOWN WHY YOUR GOALS MATTER TO YOU. (NOT JUST WHAT THEY ARE.)
- CONNECT YOUR DAILY TASKS TO LONG-TERM RESULTS.
- LET YOUR PASSION LEAK INTO EVERY MEETING, MESSAGE, AND MILESTONE.

TIP: THE EMOTION BEHIND YOUR GOAL MUST OUTWEIGH THE EFFORT IT TAKES TO ACHIEVE IT. THAT'S ENTHUSIASM.

S - LIVE STRONG

LET'S NOT SUGARCOAT IT—THIS WILL BE HARD. BUT HARD DOESN'T MEAN IMPOSSIBLE.

MENTAL STRENGTH IS THE FUEL THAT KEEPS THE ENGINE RUNNING WHEN THINGS BREAK DOWN.

ACTION TIPS:

- AUDIT YOUR ENVIRONMENT. ARE THE PEOPLE, PLACES, AND CONTENT IN YOUR LIFE FEEDING YOUR FIRE OR PUTTING IT OUT?
- FIND YOUR "TASTE TESTERS"—THE MENTORS, COLLEAGUES, AND ACCOUNTABILITY PARTNERS WHO CHALLENGE YOU HONESTLY AND SUPPORT YOU CONSISTENTLY.
- TUNE OUT THE NOISE. TUNE INTO YOUR WHY.

TIP: STRENGTH DOESN'T MEAN NEVER FALLING. IT MEANS ALWAYS GETTING BACK UP—STRONGER.

H - LIVE HONEST

THIS MIGHT BE THE MOST IMPORTANT INGREDIENT IN THE ENTIRE RECIPE. HONESTY ISN'T JUST ABOUT TELLING THE TRUTH TO OTHERS. IT'S ABOUT BEING REAL WITH YOURSELF.

ACTION TIPS:

- OWN YOUR MISTAKES. LEARN FROM THEM.
- ASK FOR HELP WHEN YOU NEED IT. (YES, EVEN LEADERS NEED LIFELINES.)
- TAKE RESPONSIBILITY FOR YOUR RESULTS—GOOD OR BAD.

TIP: ACCOUNTABILITY IS NOT PUNISHMENT. IT'S THE SECRET INGREDIENT OF GROWTH.

FINAL THOUGHTS:

DON'T JUST WANT RESULTS—LIVE THEM
WHEN YOU LIVE F.R.E.S.H., YOU'RE NOT JUST DREAMING ABOUT RESULTS—YOU'RE PRODUCING THEM. YOU'RE CREATING A MINDSET AND CULTURE THAT ATTRACTS SUCCESS, EMPOWERS OTHERS, AND SETS THE STANDARD.

LIVE FOCUSED

LIVE RESOURCEFUL

LIVE ENTHUSIASTIC

LIVE STRONG

LIVE HONEST

MOST IMPORTANTLY—WORK TO LIVE THE RESULTS YOU HUNGER FOR

BECAUSE THE WORLD DOESN'T NEED MORE PEOPLE TALKING ABOUT WHAT THEY COULD DO. IT NEEDS MORE PEOPLE LIKE YOU DOING WHAT OTHERS SAID WAS IMPOSSIBLE.

“FLIP YOUR MINDSET & LIVE F.R.E.S.H.”



FRESH MINDSET QUESTIONS

1. IN WHAT AREAS OF YOUR WORK DO YOU NEED TO TAKE MORE PERSONAL RESPONSIBILITY?

- I NEED TO TAKE MORE RESPONSIBILITY ON WHY I'M NOT ADVANCING IN MY CAREER
- I NEED TO TAKE PERSONAL RESPONSIBILITY FOR THE RESULTS I PRODUCE. I HAVE TO STOP BLAMING OTHERS.

2. WHO COULD SERVE AS YOUR "TASTE TESTERS" AT WORK PEOPLE WHO WILL GIVE YOU HONEST FEEDBACK AND CHALLENGE YOU TO GROW?

- MY COACH IN HIGH SCHOOL/ COLLEGE KNOWS HOW TO KEEP ME MOTIVATED
- MY FRIEND IS A MANAGER AT HIS COMPANY I COULD ASK HIM TO BE A MENTOR
- MY CURRENT SUPERVISOR SHARES WITH ME THAT I HAVE THE SKILLS TO BE A GREAT LEADER I CAN ASK HER TO BE AN ACCOUNTABILITY COACH

“DON'T LET A BURNT MEAL STOP YOU FROM BEING HUNGRY BECAUSE, ANYTHING IS POSSIBLE BUT NOTHING IS EASY.”

“FLIP YOUR MINDSET & LIVE F.R.E.S.H.



PERSONAL ACTION PLAN

1. WHICH ASPECT OF THE FRESH MINDSET DO YOU FIND MOST CHALLENGING TO IMPLEMENT? WHAT STEPS CAN YOU TAKE TO IMPROVE IN THIS AREA?
2. SELECT ONE KEY CONCEPT FROM THE COURSE THAT YOU BELIEVE WILL HAVE THE MOST SIGNIFICANT IMPACT ON YOUR TEAM.
3. DEFINE AND WRITE DOWN A CLEAR, MEASURABLE GOAL RELATED TO THE CHOSEN CONCEPT. MAKE SURE YOU INCLUDE A TIMEFRAME. FOR EXAMPLE: "CREATE A TEAM OF TASTE TESTERS TO SHARE MY GOALS WITH."
4. DEPENDENT ON WHAT YOU HAVE ESTABLISHED AS YOUR GOAL, DETERMINE WHETHER YOU WILL MAKE THIS A TEAM GOAL, OR AN INDIVIDUAL GOAL FOR YOURSELF. IN THIS CASE, IT COULD BE A TEAM GOAL THAT YOU DISCUSS AND AGREE ON WITH YOUR TEAM.
5. DETERMINE HOW YOU WILL MEASURE IT. SO IN THE CASE OF THIS EXAMPLE, IT WOULD BE ON THE BASIS OF TEAM FEEDBACK AND OBSERVED PROGRESS. HOW WILL YOU MEASURE IT?
6. ONCE A WEEK UNTIL THE DEADLINE, STOP TO REFLECT ON WHAT PROGRESS YOU HAVE MADE ON THIS GOAL.

FRESH MINDSET QUESTIONS (CONTINUED)

3. WHICH OF THE FRESH MINDSET STRATEGIES (FOCUSED, RESOURCEFUL, ENTHUSIASTIC, STRONG, HONEST) DO YOU NEED TO WORK ON? HOW SPECIFICALLY WILL YOU WORK ON THEM? HOW WILL THAT BENEFIT YOU AND YOUR TEAM?

- I NEED TO BE HONEST WITH MYSELF
- I NEED TO STOP TRYING TO DO EVERYTHING MYSELF AND ASK MY TEAM FOR HELP WHEN NEEDED
- I CAN BRAINSTORM WITH MY TEAM ON THE RESOURCES WE NEED TO ACHIEVE OUR GOALS

4. IN WHAT WAYS CAN YOU MODEL THE FRESH MINDSET IN YOUR DAILY WORK TO POSITIVELY INFLUENCE THOSE AROUND YOU?

- I CAN TEACH THE RECIPE TO OTHERS
- I SHOULD SPEAK ABOUT THE RESULTS I WANT TO HAPPEN MORE THAN THE RESULTS I DON'T WANT TO HAPPEN.

Audio Course and Digital Book

\$9.99

Conference Special
Use Promo Code
"100FF"

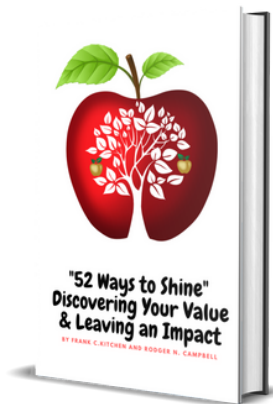




ADDITIONAL RESOURCES

"52 Ways to Shine. Discovering Your Value and Leaving an Impact"

Apples are dynamic individuals whom others seek to be around because of their character and accomplishments. Apples not only increase their value through achievement but also by motivating and inspiring others to achieve as well. Apples put forth the proper attitude and effort to achieve their purpose. Apples are highly motivated for Success. They Shine and They Shine Bright! In this book, Frank Kitchen and Rodger Campbell will challenge you to discover your value while leaving a positive impactful legacy for all who come in contact with you. It's time for you to Shine and be the Apple of everyone's eye!

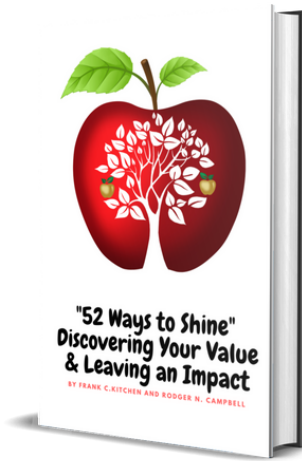


"Fresh from the Kitchen": 44 Tasty Techniques for Cooking Up the Professional Dreams You Hunger For!

Are you ready to transform Your Loftiest Dreams into a Satiating Reality that everyone will talk about and attempt to replicate? Then it's time for you to invest in "Fresh from Kitchen" by Motivational Speaker Frank Kitchen. Inside the pages of this book Frank Kitchen shares the 44 techniques you can use to transform your professional aspirations into reality. The same techniques he used to go from "Fired on Father's Day" to International Speaker.

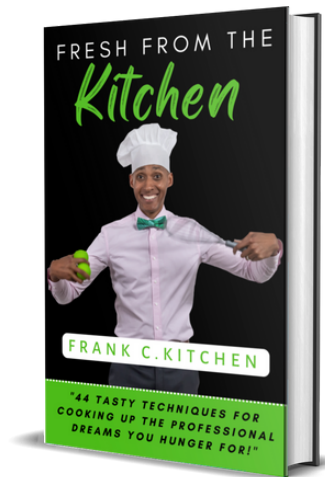


VOLUME BOOK PRICING



52 Ways to Shine
(\$10 Retail)

(Per Copy)



Fresh from the Kitchen
(\$20 Retail)

(Per Copy)

51-100 Books

\$9

\$18

101-500 Books

\$8

\$16

501-1000 Books

\$7

\$14

1001 + Books

\$6

\$12



Flip Your Mindset Spatula
(\$5 Per Spatula) includes
Digital Workbook

(9 Inches Long)



30 ACTIVITIES TO FIRE UP YOUR PERFORMANCE



“Where your Mind goes, Your Body Will follow.”

Your mindset impacts your performance and the results you produce. It is crafted by the people you choose to surround yourself with; the Environments you choose to be in; and the Experiences you choose to expose yourself to.

Please incorporate the 30 activities in this workbook into your life. Use the “ideas/date completed” sections to document what you learned and can share with others. The experiences gained will help you flip your mindset and focus on the mouthwatering results you can cook up not just for yourself but for others too.

Enjoy the workbook, and when you successfully complete and document all the activities in the book, please let me know. There may be a “Kitchen Inspired” gift delivered to you.

Frank C Kitchen

You Are Amazing!

You've done some amazing things in your life and you will accomplish more. But you can only achieve amazing when you believe you're amazing. Once again, Where your Mind goes, Your Body will follow. Use this Daily Affirmation as a reminder of who you are and what you can do. Fill in the bolded areas and read it out loud to start your day and cook up your dreams.

MY DAILY AFFIRMATION

My name is:

(Your Full Name Here)

I am Amazing!

I am:

(Who do you plan to be? What result will you Produce?)

I am working with _____ every day to make this result a reality! You can't Cook Up Results by Yourself!

I am Living F.R.E.S.H.! Visit frankkitchen.com for info

What's Stopping You?

You have a long list of Mouthwatering Results (Dreams) you want to Cook Up in Life. Unfortunately, Mental and Physical Barriers will be the water to the mental fire needed to Cook Up your Dreams. You must identify the People, Places, Things, Activities, or habits that limit you. Please list them below.

After you do, limit them or work to remove them from your life. After that, commit to the 30 activities in this workbook To fuel your mental fire so you can Cook Up Your Dreams.

1.

2.

3.

4.

Add the words “I Will” **1** to your vocabulary

Think like a Chef. Chefs always talk about what they “WILL” cook up. Stop talking about what you HOPE to do and talk about what you WILL do!

Notes / Date Completed:



Create a Team of Taste Testers

2

Tastes Testers are your accountability partners. They are people you know and trust. People who will challenge you and inspire you to cook up mouthwatering results in your life. They don't tell you what you want to hear, they share with you what you need to hear. Use the next page to create your team.

Notes / Date Completed:



My Taste Testers

Write their name and what makes them special

1.

2.

3.

4.

"I will meet with my Taste Testers regularly."

List Everything You're Hungry For

3

Write down or type up a detailed list of all the Mouthwatering results you Hunger for in your personal and professional life! You can use the next page to get started.

Notes / Date Completed:



What I'm Hungry For!

1.

2.

3.

4.

5.

6.

7.

"Don't Talk about them, Cook them Up!"

Motivate Yourself Visually

4

Humans are visually motivated. Transform your list of mouthwatering results you hunger for into a Menu of Pictures. Put your menu or list someplace you can visibly see on a regular basis.

Notes/ Date Completed:



Share Your Menu

5

Now that you know what you're hungry for, Share your menu with your Taste Testers. Discuss how you will cook up the results you hunger for. Listen to their advice and feedback.

Notes / Date Completed:



Create a Morning Routine

6

Are you investing your time or spending it? Does the first 30 minutes of your day begin with Social Media, Email, News, or Sports? Get Hungry and start your day by Investing. Invest your valuable time in activities that will help you cook up the mouthwatering results you desire. Have the Mindset of a Producer not a Consumer

Notes / Date Completed:



Try Something You've Never Done Before **7**

Are you willing to try something new? The biggest growth opportunities occur when you attempt something you've never done before. You can build upon this experience when you need the mental strength to do something that scares you.

Notes / Date Completed:



Recognize Your Accomplishments

8

Remember your menu of mouth-watering results you want to cook up? Create a similar visual menu of all the amazing “dishes” you’ve already cooked up in your life. Stop comparing yourself with others and work to be the best version of yourself. That starts by recognizing and building upon what you’ve done in the past.

Notes / Date Completed:



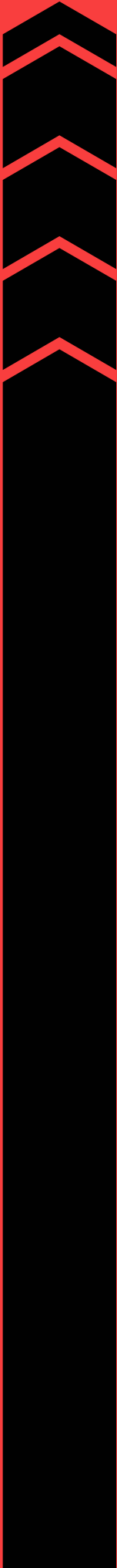
Show Off Your Accomplishments

9

There will be difficult moments when you feel “nothing is possible.” Create an area in your home or office where you and others can visibly see your accomplishments. This will inspire and remind you of the amazing results you have cooked up and can cook up in the future. Be sure to add to this area regularly.

Notes / Date Completed:





Mouthwatering Results I've Cooked Up so far!

1.

2.

3.

4.

5.

6.

Make Positive Social Media Posts

10

Anyone can point out a problem, but special people offer solutions. Stop complaining and judging. For the next 30 days make only positive social media posts. How did it feel to build people up rather than tear people down?

Notes / Date Completed:



Take a Field Trip

11

Did you love taking field trips as a kid? The purpose of a field trip is to provide a hands-on learning experience. Something that isn't possible from reading a book or doing an internet search. Make time to visit a Museum, Zoo, Aquarium, Garden, Exhibit, Theater, or Park.

Notes / Date Completed:



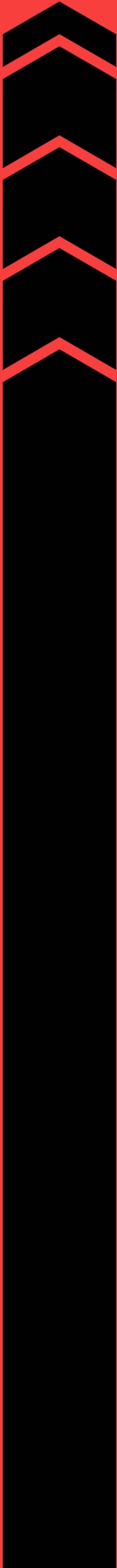
Travel 1 hour away from Your Home

12

Where can you travel to this month to break up your everyday routine? There are some amazing places you can visit close to your home. Travel opens your eyes to what is possible and inspires you to experience and learn more in the future. Use the next page to write down a few places you've only talked about visiting.

Notes / Date Completed:





7 Places I Will Visit or Travel to Flip My Mindset.

1.

2.

3.

4.

5.

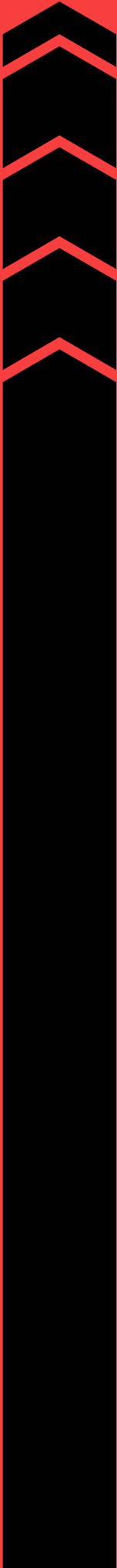
6.

Find Your Woo Hoo! 13

What makes you smile? What experiences and activities make you feel your best? What makes you yell out “Woo Hoo!” when it happens? Write them down and be sure to schedule them on your calendar regularly.

Notes / Date Completed:





My Woo Hoo's

1.

2.

3.

4.

5.

6.

Say "I Love You!"

14

How often do you say "I Love You" to the people you care about? These 3 little words can change someone's day, including yours in a positive way.

Notes / Date Completed:



Host a Community Event 15

What can you do to bring people together?
Humans are social creatures. Lack of community and interaction with others harms our mental and physical health. Make time to plan and invite family, friends, co-workers, or neighbors to a social get together

Notes / Date Completed:



Make Someone Smile Today

16

A simple “hello,” smile, or hand wave can make someone’s day. What will you do to make someone smile today? How did it make you feel? How did it make them feel? Can you make this a daily habit?

Notes / Date Completed:



Exercise

17

Get outside. Move your body. Breathe some fresh air. Work to do some form of physical activity 30 minutes a day. Go for a walk, hike, dance, swim, workout, stretch, ride a bike; you choose. Just choose to move. Physical activity will stimulate your mental activity.

Notes / Date Completed:



Play!

18

Games are Mindset Flipping Exercises that teach you how to focus on the solution more than the problem. Invite some friends, family, or co-workers to meet up to Play Games. (Any type of game, especially Board Games)

Notes / Date Completed:



Mentor/Coach

19

Sharing your valuable talents, gifts, and experiences with another is a great opportunity to leave a lasting positive impact on the world and yourself. When you Mentor or Coach, you are Living F.R.E.S.H. You are Cooking up the Results your Hunger for, while empowering others to do the same.

Notes / Date Completed:



Take a 24-hour Social Media/ Email Vacation

20

Give yourself a mental vacation. Step away from work and other people's lives and focus on yourself and your loved ones.

Notes / Date Completed:



Volunteer

21

Share your knowledge, experience, and talents with the world. Make time to help someone else Cook Up their big Dreams. You'll be pleasantly surprised by what you will learn too.

Notes / Date Completed:



Watch Documentaries 22

What are you consuming when you watch TV or stream videos? Are they providing you with the inspiration and knowledge needed to cook up the masterpiece you dream of experiencing?

Notes / Date Completed:



Read Often **23**

Audiobooks count too! What are you feeding your brain? Read or Listen to books related to the dreams you want to cook up. Your local library is a great place to start.

Notes / Date Completed:



Do Something Silly in Public 24

Have some fun! Putting a smile on your face and the faces of others is a great way to connect with people and Flip Your Mindset.

Notes / Date Completed:



Call a Mentor 25

Who are the people who've had a positive impact on your life? Give them a phone call or better yet, meet them in person, and let them know how they impacted your life.

Notes / Date Completed:



Schedule a Kitchen Convo 26

Some of the best learning happens at a Kitchen Table. Is there someone you admire/want to learn from? Invite them out for a meal. Can't meet in person? Invite them to meet virtually and send them a gift card for coffee virtually as a sign of appreciation. You're one click away from meeting, connecting or learning from people who can help you cook up the results you hunger for.

Notes / Date Completed:



Always Seek Knowledge

27

A.S.K. lots of questions. The worst questions are the questions you don't ask.

Notes / Date Completed:



Embrace Failure

28

Every great chef risks burning a meal when they step into a kitchen. Life is an experiment full of successes and failures. Don't be afraid to fail. Learn from your experiences and share what you learned with others.

Notes / Date Completed:



Get Creative

29

Explore your creative side. Take a class or experiment with dancing, cooking, painting, photography, music, drawing, playing with Lego bricks, or completing a puzzle. Feed the creative side of your brain, so you can find creative solutions to mental and physical challenges you will encounter in the future.

Notes / Date Completed:



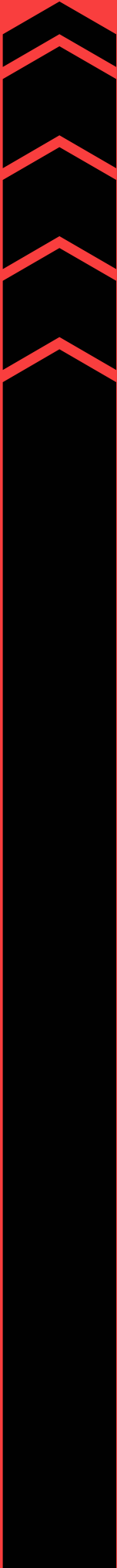
Hang out with Chefs

30

Mindset is contagious. Who are you surrounding yourself with? Invest your time in the presence of people who are consistently working to cook up the mouthwatering results they hunger for.

Notes / Date Completed:





Chefs I Admire

1.

2.

3.

4.

5.

6.

7.

Notes:



Notes/Ideas



Notes/Ideas

Frank Kitchen, CSP

As a Professional Keynote Speaker I love sharing proven strategies and techniques needed to “Flip your Mindset and Cook Up the Results you are Hungry For in your Career, Business or Organization. Please contact me when I can be a tasty learning resource for you and your team.



Frank Kitchen - 480-405-7658
FRESH@Frankkitchen.com

“The person most responsible for you Cooking up the Tasty Results You are Hungry For looks at you in the mirror every morning ”

Hungry for Results? It's time to Flip Your Mindset! In this workbook, you will discover 30 activities that will help you craft the mindset needed to transform your loftiest Aspirations into a Transcendent Reality. Be sure to contact me when you share your masterpiece with the world.



FRANK  **KITCHEN**