



# MEGAN MURPHY

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## PRESENTATION TOPICS

### THE ART OF CONNECTING

### CULTIVATING A KINDVERSATION

### CREATING SOCIAL IMPACT WITH KINDNESS

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## CULTIVATING A KINDVERSATION

The focus of this presentation is centered upon the social emotional component of relationship building and the importance of cultivating Kindversations.

## THE ART OF CONNECTING

This presentation focuses on the importance of connection defined as: People with whom one has social or professional contact or to whom one is related, especially those with influence and able to offer one help.

Using the example of The Kindness Rocks Project intention of "creating" greater connections by painting rocks with insprational messages and spreading them throughout communities.



## CREATING SOCIAL IMPACT WITH KINDNESS

This presentation encourages corporations to incorporate social impact initiatives into their business model and participate in responsible social impact campaigns by using the platform of their brand to initiate change for good.

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Kindness Activist-Founder of The Kindness Rocks Project™

## CULTIVATING A KINDVERSATION

### PRESENTATION HIGHLIGHTS

**"We are all responsible for the energy we bring into a conversation, a room, an office, and the world we live in..."**

Awareness of the self and our role in relationship building

Understanding- Looking beyond the self and cultivating compassion and empathy toward others

Perceptions and Judgements- Why we see things as individuals

Being right or doing what's right- Choice

Respect for others

Responding vs. Reacting

**"It is understanding that gives us an ability to have peace. When we understand the other fellow's viewpoint, and he understands ours, then we can sit down and work out our differences." -Harry S. Truman**

What we can learn from others

Finding common ground...the foundation that all relationships are built upon

Curiosity is key

**"Communication- human connection- is the key to personal and career success." - Paul Meyer**

The power of story

The art of listening

Personal growth gained through connection

Law of attraction- That which we see in others is a reflection of what lives within us

### AUDIENCE TAKE-AWAYS

Self Awareness techniques

Tools for responding vs. reacting

Curiosity checklist

Realization of the importance of

communication in relationships

Beginning foundation for a mindfulness

practice- Where awareness begins

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## CREATING SOCIAL IMPACT WITH KINDNESS

### PRESENTATION HIGHLIGHTS

#### WHAT IS SOCIAL IMPACT

Social impact can be defined as the net effect of an activity on a community and the well-being of individuals and families- Center for Social Impact (CSI)

A significant, positive change that addresses a *pressing* social change.- Michigan Ross Center for Social Impact

Social Impact is the effect an organization's actions have on the well being of the community.- Knowledge at Wharton High School

#### WHY CORPORATIONS SHOULD CARE

An increasing number of consumers are drawn to brands and companies that are committed in making a positive impact on the world in some capacity.

90% of millennials say they will switch to a cause-branded product when choosing between two brands of equal quality and price. (millennial consumers are between 22-37 yrs of age) and 86% of them are social media users and spend an average of 2 1/2 hours a day on social media where most companies are now spending the majority of their marketing dollars.

51% of global consumers will pay extra for products and services committed to positive social and environmental impact and these numbers continue to increase over time.-Social Impact Strategy.org

#### WHY SOCIAL IMPACT IS IMPORTANT

It mobilizes people and communities as agents of change and without local ownership of these changes, we will never have a sustainable impact- Change is on us.

Social impact allows us a way to study and learn so we know what works and what doesn't work. .Without learning there is no forward progress.

Social impact helps build awareness around perceptions and changes in perceptions on the individual level (and through consumer habits) can lead to greater changes within a community.

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## THE ART OF CONNECTING

### PRESENTATION HIGHLIGHTS

**"ONE MESSAGE AT JUST THE RIGHT MOMENT CAN CHANGE SOMEONE'S ENTIRE DAY, OUTLOOK, LIFE." Megan Murphy**

Caring and compassion

Respect for others

Self-worth

Appreciation and gratitude

Sharing-Generosity of spirit

Building community

#### **Mindful or Mind-full?**

**Tips and tools for creating greater connection to oneself and as a result building deeper relationships with others**

Intention vs. Attention

Get out into Nature

Pay attention to your breath

Surround yourself with positive supportive people

Pay attention to your emotions: Your vibe will attract your tribe

Give to others that which you need yourself

#### **One Person CAN make a difference: The Power of ONE**

Examples and stories from members of The Kindness Rocks Project

Impact

Ripple Effect

Becoming the change you wish to see in the world

### AUDIENCE TAKE - AWAYS

THE POWER OF ONE

BUILDING COMMUNITY

INTENTION VS. ATTENTION

WE ATTRACT THAT WHICH WE SEEK

POWER OF GRATITUDE

VISION ON-BOARDING