Sometimes it’s all about you... most times, it’s not

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You're tasked with opening up a new location on Mars...what one food item are you sure to take with you?
Our Journey

• Defining leadership
• Determining Who Can Lead
• Leadership Characteristics
• How to Lead
• The Keys to Leading Anyone…Anywhere
• Involve the Followers
Name a company or organization that you consider to be a leader in their respective field.
Innovation and Setting Trends

- Next “shiny” thing v. next advancement
- Definition of insanity…
- If you don’t have the resources to win…play to stay in the game!
  - Ultimately, everyone in the market space will benefit
  - Sometimes, innovating is at the industry level, and not at the organization level
Who can be a leader?

- Innate v. Learned
- Title/position v. Action/behavior
  - Formal “leadership”
  - Informal “leadership”
- Can Everyone be a leader?
  - Assignments
  - Projects
What does it take?

• Integrity
  • Character matters
  • Personal life AND work life

• Consistency
  • Know the rules
  • Accountability
  • Fairness

• Commitment
  • Do what you say you’re going to do
  • Follow through and follow up
How do you set yourself up for leadership?

• Have a great recruiting season!

• Assumptions are the mothers of all…
  • Research starts with a “null” hypothesis…you’re out to prove it right
  • Do the same for those you lead

• Consider what they see when they look at you
  • Walk the talk
  • Live the mission
How can you help the followers?

• Include them
  • Steve Jobs: “We don’t hire smart people and then tell them what to do…rather, we hire smart people so they can tell us what to do.”

• Point them out in the family photo

• Trust them
  • Let them fail

• Fight for them to have a seat on the bus
Keys to inspiring, motivating, and leading others

• Respect
  • Earned or deserved?

• Humility
  • What if we’re not the smartest people in the room?

• Teach
  • Build your bench

• Celebrate
  • Professional AND Personal
Getting Results

• Motivation v Carrot-dangling
• Is money a motivator or simply a means to an end?
Invest in what matters

- ROI
  - Make the investment
  - It’s not about money

- LISTEN
  - Two ears, one mouth…

- CARE
  - How do they know?
Be the change you want to see in the world. - Mahatma Ghandi

Remember that you cannot truly change anyone else, you can only change yourself. You either positively or negatively influence others by your example. - Bernadette Dimitrov

Most leaders don’t see the newest opportunity; quite often, though, it is a leader who seizes the newest opportunity. - Andy Stanley

You must inspire people to give it all they have by giving it all YOU have. - Byron & Catherine Pulsifer

If our words are not consistent with our actions, they will never be heard above the thunder of our deeds. - H. Burke Peterson