



**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 Gandhi

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

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**

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