

A hand is shown touching a glowing, circular icon that contains a person silhouette. This icon is part of a larger network of smaller, dimmer icons connected by thin white lines. The icons include a laptop, a heart, a camera, a puzzle piece, and a gift. The background is a dark blue gradient with light rays emanating from the central icon.

# The Catalyst of Leadership!

Leading with  
Positive Projection





**FOX 5**  
**KVVU-TV**  
LOCAL LAS VEGAS.

# POLL

Are you a Dog person  
or a Cat person ?





# WINNER!









# The Catalyst of Leadership!

Leading with Positive Projection



SOUTH CAROLINA  
ASSOCIATION OF COUNTIES

# 1.) UNDERSTAND THE “ST’s” IN YOUR ORGANIZATION





Who are the  
“ST’s” in your  
Organization?







**The Stronger**



**The Stabilizer**

**The Stinger**



**The Stander**







SOUTH CAROLINA  
ASSOCIATION OF COUNTIES

## 2.) **MANAGE INDIFFERENCE**





# Why do customers leave?

\* Source: Technical Assistance Research Project



Death  
1%



Move  
Away  
**3%**





Influence

d

by

Friends

**5%**



Lured Away  
By  
Competition  
**9%**



Dissatisfied  
with Product

**14%**





Die	1%
Move away	3%
Influenced	5%
Lured away	9%
Dissatisfied	14%



68% of customers leave because of an attitude of indifference from *one* employee

- It only takes one.
- What's the impact on your reputation?
- What might be the financial impact?





SOUTH CAROLINA  
ASSOCIATION OF COUNTIES

# 3.) EMBRACE GENERATIONAL DIFFERENCES





The Greatest Generation Born 1922-1945

Baby Boomers Born 1946-1964

Generation X Born 1965-1980

Millennial's Born 1981-2002



# *The Greatest Generation* Born 1922-1945



# *Baby Boomers* Born 1946-1964



# *Generation X* Born 1965-1980





## *Millennials* Born 1981-2002



The Greatest Generation Born 1922-1945

Baby Boomers Born 1946-1964

Generation X Born 1965-1980

Millennial's Born 1981-2002





SOUTH CAROLINA  
ASSOCIATION OF COUNTIES

## 4.) BE THE LIGHT!







SOUTH CAROLINA  
ASSOCIATION OF COUNTIES



**Darryl Ross** | [www.darrylrosslive.com](http://www.darrylrosslive.com)



# Quick Recap





# Quick Recap



- 1.) Understand the ST's**
- 2.) Manage Indifference**
- 3.) Embrace Generations**
- 4.) Be the Light**



# THANK YOU!



**SOUTH CAROLINA  
ASSOCIATION OF COUNTIES**

