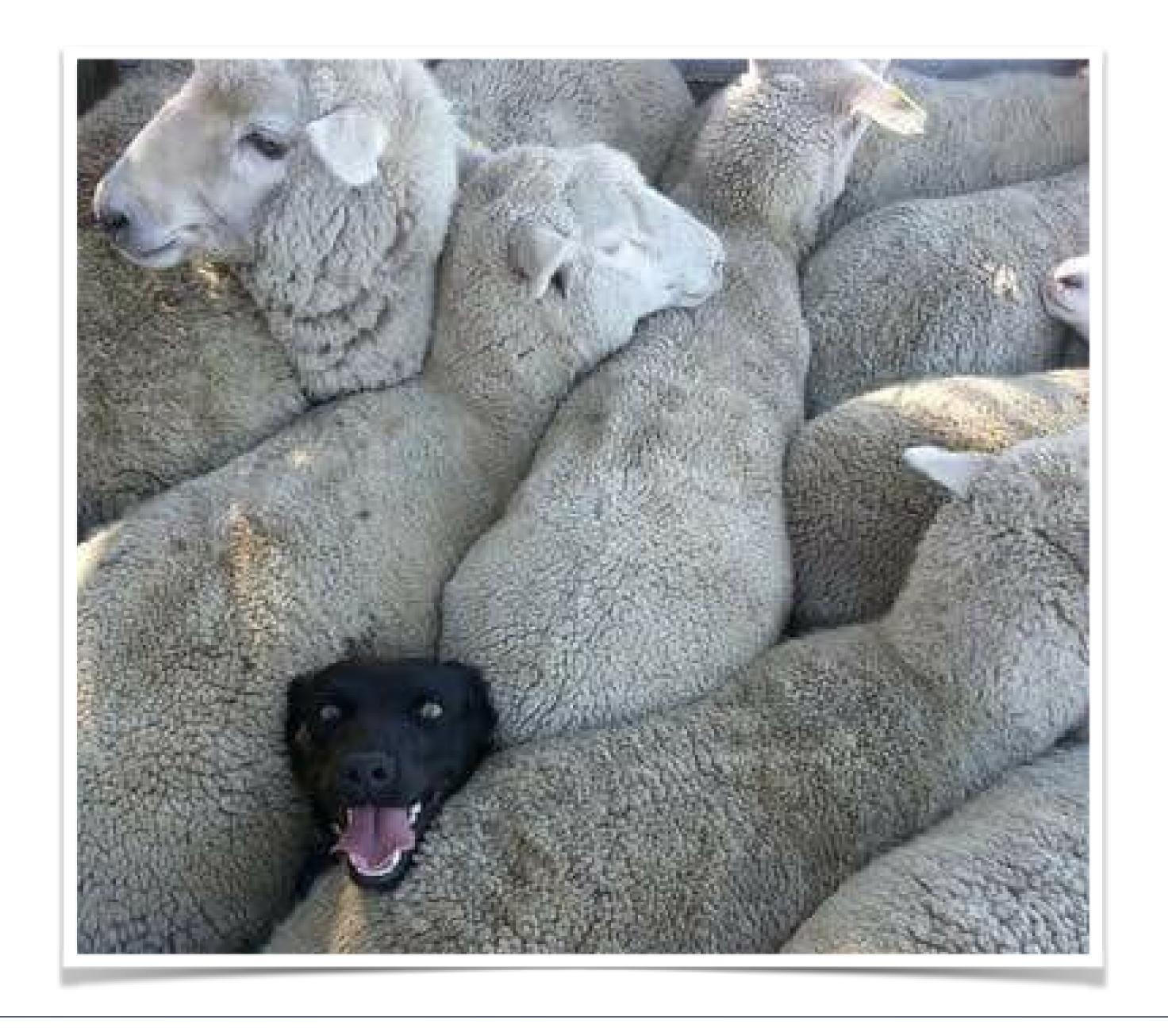


POLL Are you a Dog person or a Cat person?

WINER









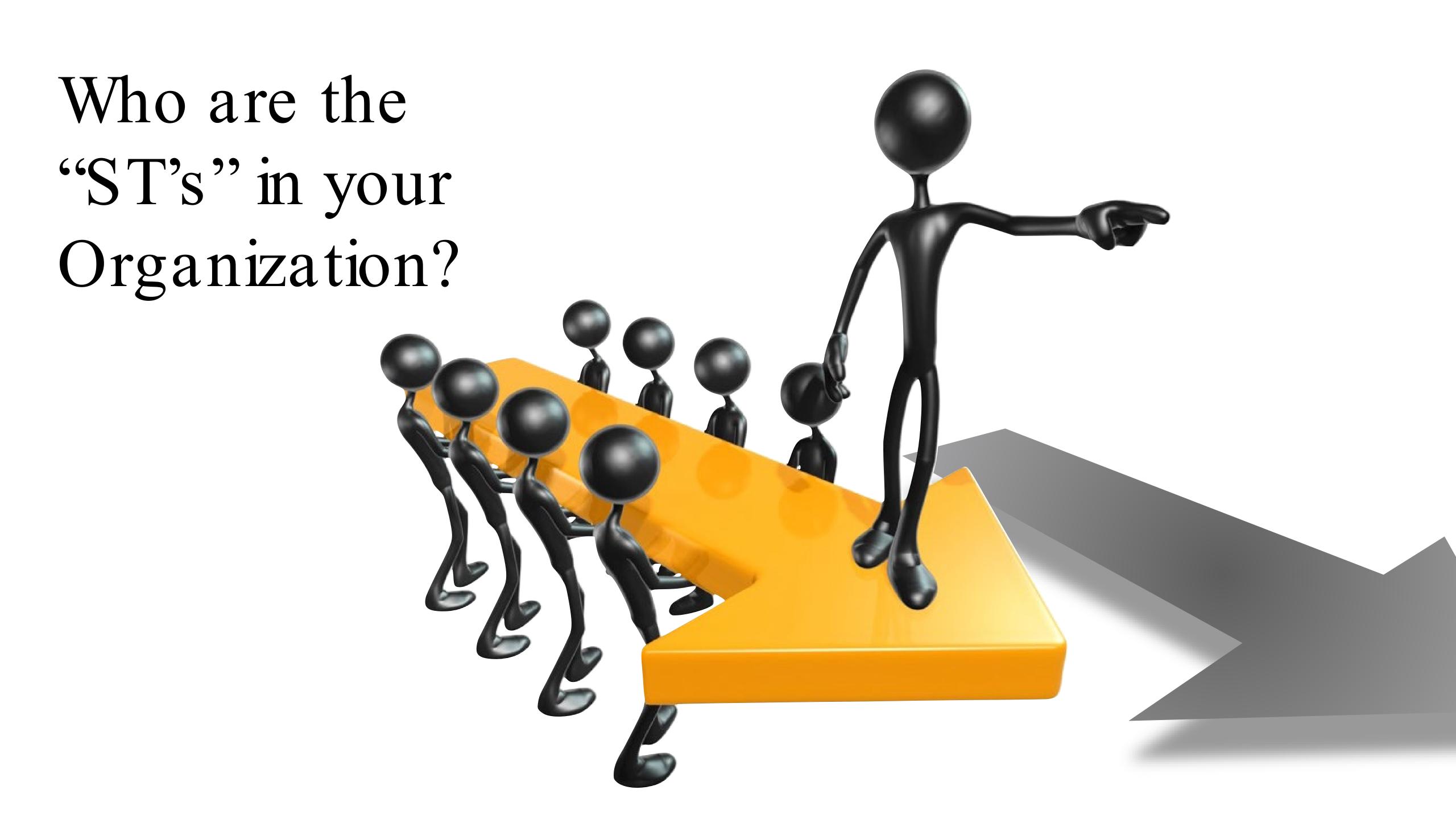


The Catalyst of Leadership!

Leading with Positive Projection



1.) UNDERSTAND THE "ST's" IN YOUR ORGANIZATION





The Stronger







The **Stabilizer**

The Stander

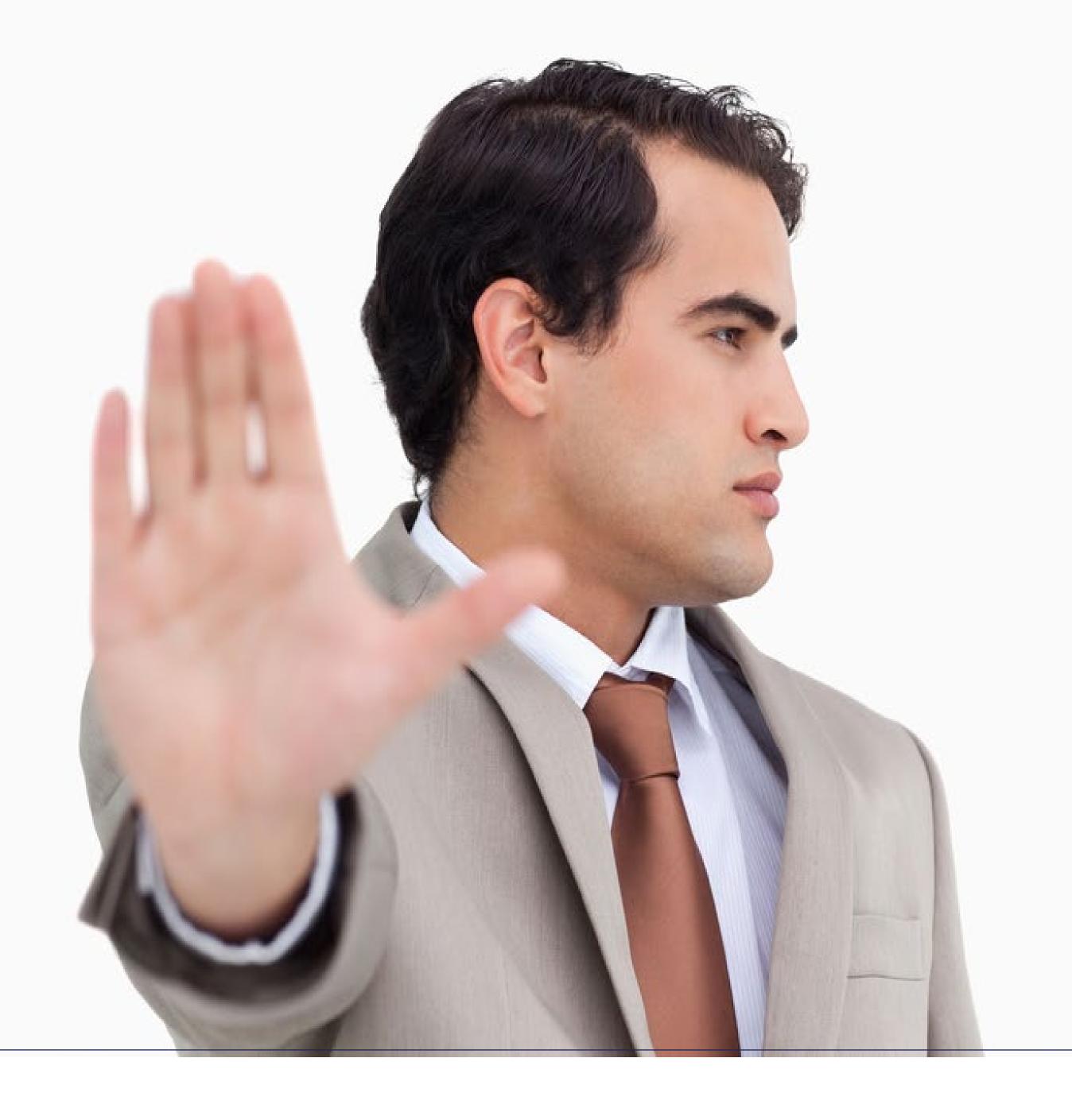




2.) MANAGE INDIFFERENCE

Why do customers leave?

* Source: Technical Assistance Research Project



Death



Move



Influence

Friends

Lured Away Competition



Dissatisfied with Product



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



68% of customers leave because of an attitude of indifference from <u>one</u> employee

• It only takes one.

- What's the impact on your reputation?
- What might be the financial impact?





3.) EMBRACE GENERATIONAL DIFFERENCES

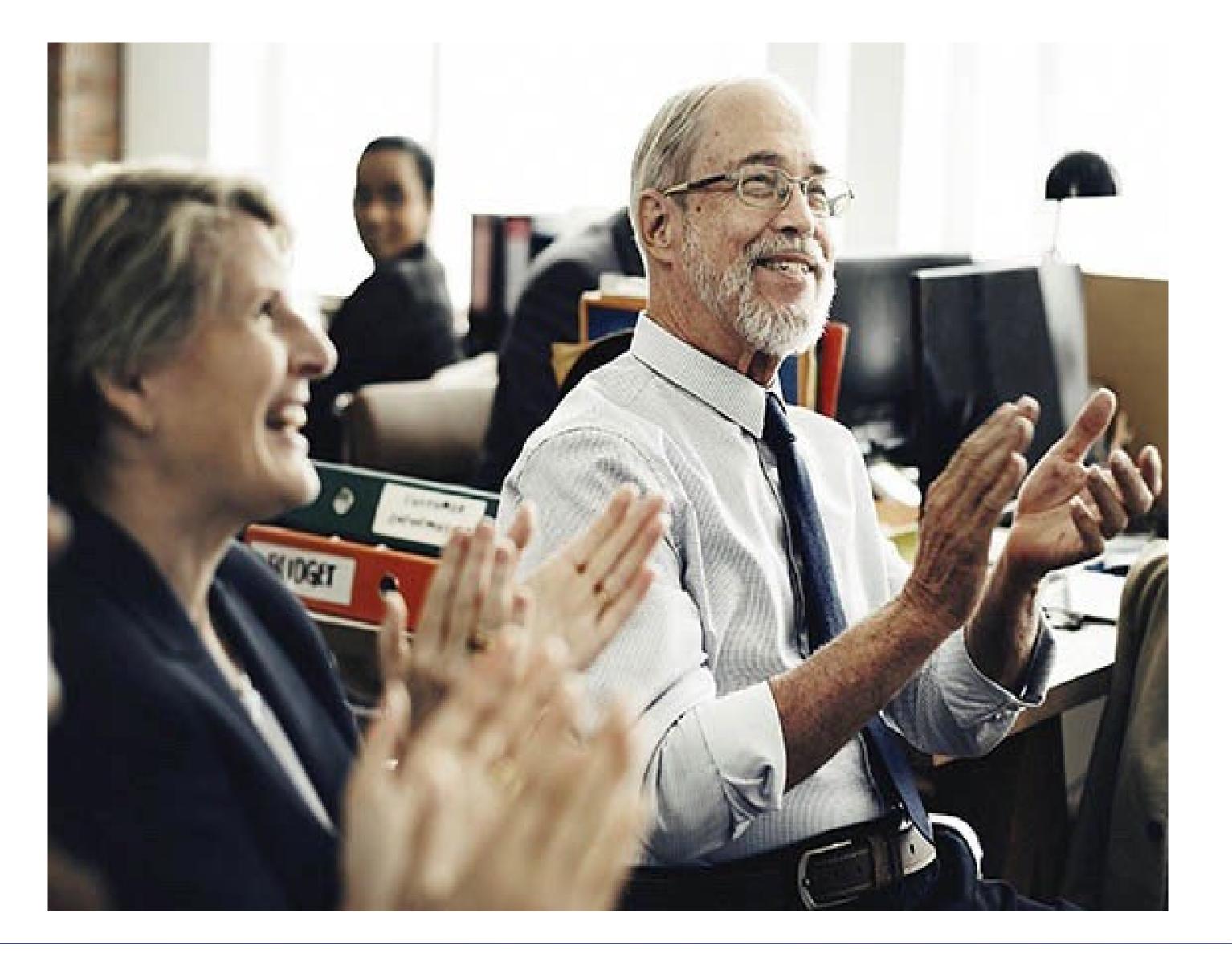
The Greatest Generation Born 1922-1945

Baby Boomers Born 1946-1964

Generation X Born 1965-1980

Millennial's Born 1981-2002

The Greatest Generation Born 1922-1945



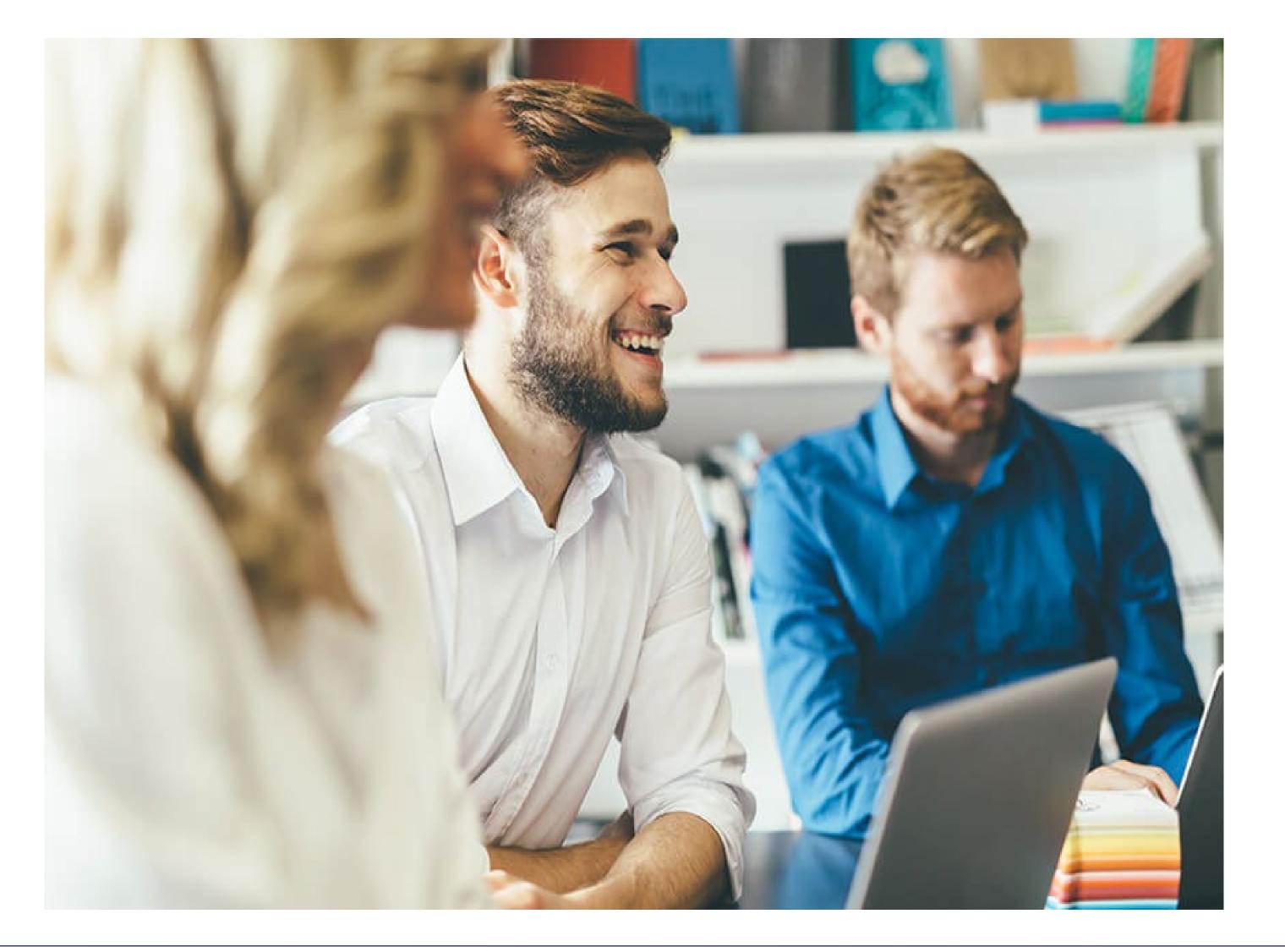
Baby Boomers Born 1946-1964



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Millennial's Born 1981-2002



The Greatest Generation Born 1922-1945

Baby Boomers Born 1946-1964

Generation X Born 1965-1980

Millennial's Born 1981-2002



4.) BE THE LIGHT!





Quick Recap







Quick Recap





1.) Understand the ST's

2.) Manage Indifference

3.) Embrace Generations

4.) Be the Light





THANK YOU!





