

YOUR PERSONAL BRAND OF LEADERSHIP

Presented by
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Why Did You Stand?

- Curiosity
- My credentials turned me into a leader (Respect)
- Who looked around – who did not?

Simon (the leader) Says

■ Leader

- Do what I say – not what I do
- Do what I do – not what I say
- Leaders need clarity in communicating a vision

**“Fail to honor people and
they will fail to honor
you”**

Lao Tzu

Chinese Philosopher 600

B.C.

What are the Traits of a Leader?

- Visionary
- Self-reliant
- Persevere
- Independent
- Credible
- Competitive
- Self-Esteem
- Inspires
- Motivates
- Listener?



Follower

- Must comply – or you are out
- No appeal or recourse
- No team effort

What are the Traits of a Supporter?

- Seek clarity
- Looking for direction (that meets their own goals and visions-unless under duress)
- Treated with dignity and respect
- Recognized for contribution through skills and talents
- Will commit full energy level to the vision of the leader (a follower will watch what others are doing first- just like when I asked you to stand).

If a leader does not understand his supporters, will his supporters let him lead?

“The key ingredient in leadership is not power, but influence.”

Mark Eppler-author

Personal & Professional Leaders

- Role Models
- I wish I could be like him one day
- “Why not today?”

Different Types of Leaders

Formal Informal	Elected Self-imposed	Qualitative Quantitative
Seen (known) Unseen (unknown)	Long-term Short-term	Constructive Destructive

Leadership
Teamwork
Problem Solving

Question 1

- Who was the Vice President of the United States in 1980?

Question 1

- Walter Mondale
- George Bush
- Hubert Humphrey
- Dan Quayle

Question 2

- Which team won the world series in 1980?

Question 2

- New York Mets
- New York Yankees
- Philadelphia Phillies
- Kansas City Royals

How to go get more out of the next two days

- Road Construction (takes time-worth the effort and results)
- The higher quality materials you put into it -the longer it lasts
- When is the new road old and needs to be updated?
- The faster you go- the more skills you need

Who ARE you?

- What is your personal personality
- What is your professional personality
- What do others think your personal personality is
- What do others think your professional personality is
- IS THERE A MATCH? WHY?
- That's your leadership brand BRAND!

The Fashion, Auto, Television Industry-What should they have in common with your personal brand?

- They create trends for consumers-they lead change
- Consumers expect, anticipate and embrace change
- As a brand- you should be known for innovative and a constant trend creator

The series, sponsored by the Ron and Shirley Burns Leadership Fund, each year brings successful, experienced business leaders to UNO to speak about the issues impacting business and the world.

2006 MBA LEADERSHIP series



Del D. Weber, Ed.D.
UNO Chancellor
Emeritus

No stranger to UNO, Dr. Del D. Weber served two decades as chancellor of the University. A native of Columbus, Neb., Dr. Weber has an undergraduate degree from Midland College and graduate degrees from the University of Nebraska-Lincoln. While UNO chancellor, Dr. Weber was active in the Omaha community as a board member of several major organizations.

After leaving UNO in 1997, Dr. Weber assumed the presidency of the Omaha Community Foundation until his retirement in July 2003. He continues to take an active role in the community. Dr. Weber and his wife, Lou Ann, have three children. Created to further academic excellence, the Del and Lou Ann Weber Award of Excellence annually recognizes a UNO faculty member or administrator at UNO who has rendered outstanding professional service to the community, state or nation.

Rick Sheehy
Lt. Governor
State of Nebraska

A native of Hastings, Neb., Rick Sheehy attended the University of Nebraska-Lincoln and later received certification as a paramedic from Central Community College. Sheehy worked for Rural/Metro Ambulance for more than 20 years, starting in 1982 as an emergency medical technician. He became Rural/Metro's paramedic field supervisor two years later, and the market general manager in 1987, a position he held until his appointment as Lt. Governor.

Sheehy was twice elected mayor of Hastings, beginning in 2000. Before becoming mayor, Sheehy served six years on the Hastings City Council, including four years as council president. As Lt. Governor, Sheehy serves as Nebraska's director of homeland security, chairman of the Nebraska Information Technology Commission, presiding officer of the Nebraska Legislature and is involved in economic development efforts across the state.

Andrew W. Greenberg
Director of Marketing
James Skinner Baking
Company

Andrew Greenberg has 35 years of experience in sales, sales management, training and product development. As the newly appointed director of marketing for James Skinner Baking company headquartered in Omaha, Nebraska, Greenberg will focus on expanding sales and marketing revenue by creating a national brand.

An accomplished speaker, Greenberg has led fundraising events and has organized retreats for sixth through eighth-grade students focusing on leadership, educational, motivational and spiritual topics. Greenberg is a designated sermon presenter and cantor at the Rose Blumkin Jewish Home in Omaha. Greenberg appears weekly as a community correspondent on Sundays and Mondays at KPTM.com with motivational and inspirational messages for the upcoming week.

Steven S. Martin
President and CEO
Blue Cross Blue Shield
of Nebraska

In addition to his role as the President and Chief Executive Officer of Blue Cross Blue Shield of Nebraska, Steven S. Martin is a member of the board of directors for the Blue Cross Blue Shield Association in Chicago. Blue Cross and Blue Shield of Nebraska is a not-for-profit mutual insurance company that insures or provides benefit administration to more than 560,000 people.

Martin is an active supporter of several Nebraska organizations, including United Way of the Midlands, the Salvation Army, the Durham Western Heritage Museum and the Greater Omaha Chamber of Commerce. He earned his Bachelor of Science degree from Washburn University and a Master of Arts degree in gerontology from UNO. He is a certified Professional in the Academy of Health Care Management.

Your leadership Brand Promise

- The Power and Passion to succeed is all in your mind!
- Do not believe in “Survivorship Bias”
- Once you make up and control your mind your energy will transform your visions into actions that will lead you to be the brand that people will seek out and rely upon

3 Types of People in this World

- Those Who Make Things Happen
- Those That Watch Things Happen
- Those Who have no idea what the Hell is Happening

All are impacted by human leadership skills

- Lead, Follow, Get out of the way

VS.

- “Lead, Follow, We are on the way!”
- Feel welcome and join us
- Join our lead

From This Moment On

- Everything you learn is more than you knew
- Everything you know, all your skills and talents - are your brand inventory
- The more you expand your personal brand inventory the greater your value is to your customers and clients
- Your Customers and Clients are your employers, family, friends and community and you!

Create the Future then Make it History

- Build your organization and your personal leadership brand around “Outcomes” for your organization- what will change their lives for the better- because of you!

Never (ever) rely on Luck

- The key to succeeding in anything you do, anything you visualize- is to

TAKE CHARGE!

Creating Opportunities

- 2 competing shoe companies sent their Senior VP's of Marketing to the deepest part of Africa to study the market for shoes
- The first came back and reported there is no market since nobody wears shoes
- The second came back and reported that nobody wears or sells shoes and that this would be a great new market!
- What would you have reported?

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