

January 23rd, 2018

Insurance Networks Alliance

Tempe, AZ 2018

Coleman Ruiz

IN PURSUIT OF EXCEPTIONAL PERFORMANCE

A man in a dark suit and light shirt stands on a stage with his arms outstretched, addressing an audience. He is positioned in front of a large window that looks out onto a bright, outdoor scene. To his left is a podium with a sign that reads "TARGET MARKETS". Two American flags are visible on the stage. The audience, seen from behind, is seated in rows of chairs. The overall scene is brightly lit, suggesting a professional conference or seminar.

“Teaming always comes before leading!”

Leading Multigenerational Teams

Stealing from kids (and each other)!

—January 6th, 2017

“Are young people different today?”

...they are lazy

...entitled

...apathetic

...want something for nothing

...can't communicate

...are disrespectful

..._____



Are young people different today?

No! Absolutely not!

It's us!

Maybe I'm wrong?!

"What is happening to our young people? They disrespect their elders, they disobey their parents. They ignore the law...Their morals are decaying. What is to become of them?" -- Plato

'The children now love luxury; they show disrespect for elders and love chatter in place of exercise. Children are tyrants, not servants... They no longer rise when their elders enter the room. They contradict their parents, chatter before company,...cross their legs, and tyrannize over their teachers.'

-- Socrates

"I see no hope for the future of our people if they are dependent on frivolous youth of today, for certainly all youth are reckless beyond words...impatient of restraint."

-- Hesiod, 8th Century

"Shockingly aggressive and lacking in deference."

-- Barbara Tversky, Hebrew University, 1966

"We (Americans) have the most misbehaved children I've ever seen. Younger generation has less respect for elders than what you find in other cultures."

-- Neil DeGrasse Tyson, 2017



Something much bigger...

#1. What do our people - our teams - *need and want* from us?

#2. What do we do to *lead well*?



What do our people - our teams - want?

Want...

Financial Stability	B,X,M
Life Well Lived	M
Social Ties	M
Relationships	B
Balance	X
Active Community	B,M
Crave Feedback	X
Valued at Work	B,X,M

Achievement

Are...

Expecting of Transparency	M
Independent	B,X
Tech Savvy	X
Rebellious	B
Live to Work	B
Work to Live	X
Adaptable	M
Idealistic and Optimistic	M

Competitive



What we ALL want!

#1. Opportunity to Learn (engaged, feedback)

#2. Opportunity to Grow in Responsibilities (valued at work)

#3. Contribute to Others (team oriented, work to live)

#4. Be Recognized for Achievements (mentored, pride in work)





“You know what makes me sick to my stomach? When I hear grown people say that kids have changed. Kids haven’t changed. Kids don’t know anything about anything. We’ve changed as adults. We demand less of kids. We expect less of kids. We make their lives easier instead of preparing them for what life is truly about. We’re the ones that have changed.”

-FRANK MARTIN
S.C. HEAD BASKETBALL COACH

What you get =
what you give!



What we do to lead well!

#1. Functional Excellence -- Tactics

#2. Physical and Mental Toughness

#3. Leadership and Teamwork -- “Followership”

#4. Warrior Mindset -- “Want to...” vs. “Have to...”



What we do to lead well!

We do two (2) things!

#1. Follow to Lead

#2. Command, Coach, and Mentor

Follow to Lead

- Responsibility
- Moral Action
- Serve
- Participate in Transformation (Adaptability)
- Challenge

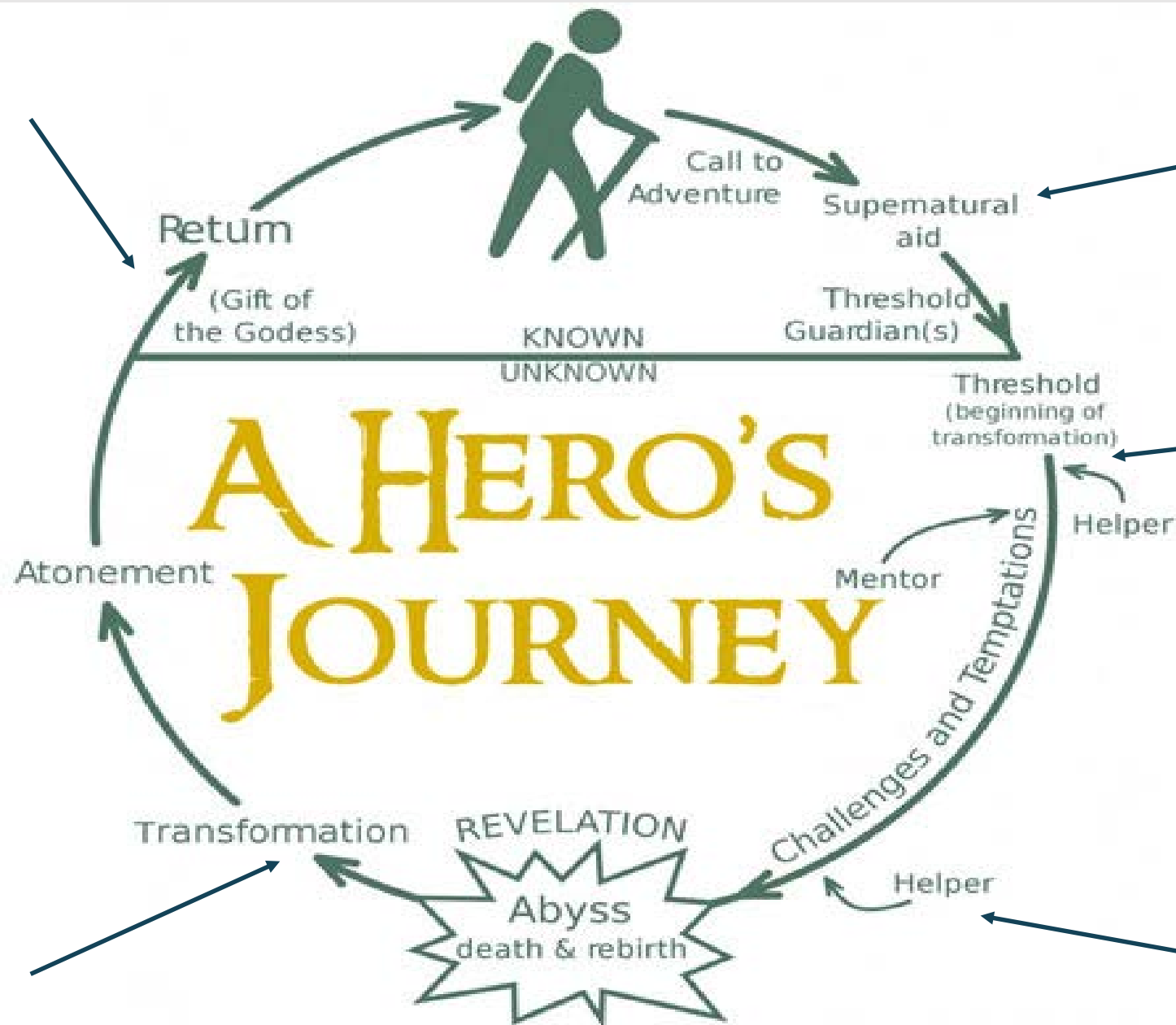
Command, Coach, and Mentor

Command (experience matters) -- 5-10%

Coach -- 20%

Mentor (they don't have to be you to be good) -- 70%

The Hero's Journey and the Mentor



We're all on a Hero's Journey...

References, Resources, Self Research

Lying

Sam Harris

HOW WILL
YOU MEASURE
YOUR LIFE?

CLAYTON M.
CHRISTENSEN

JAMES ALLWORTH
KAREN DILLON

HBR'S
10
MUST
READS

BONUS ARTICLE
"How Will You
Measure Your Life?"
By Clayton M. Christensen

On
Managing
Yourself

If you read nothing else on managing yourself, read
these definitive articles from *Harvard Business Review*.

The
Courageous
Follower

STANDING UP TO &
FOR OUR LEADERS

Updated and expanded to address the new
power dynamics between leaders & followers

IRA CHALEFF

THIRD EDITION

Foreword by LYNDA GRATTON
author of *The Key*

WHAT
MILLENNIALS
WANT FROM
WORK

HOW TO MAXIMIZE ENGAGEMENT
IN TODAY'S WORKFORCE

JENNIFER J. DEAL
Center for Creative Leadership

ALEC LEVENSON
Center for Effective Organizations

Published in partnership with
Center for Creative Leadership



[Stop Stealing Dreams: Seth Godin TEDxYouth@BFS](#)

WHY HELPING OTHERS
DRIVES OUR SUCCESS

GIVE
and
TAKE

ADAM GRANT
AUTHOR OF ORIGINALS

THINKING,
FAST AND SLOW

DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

#1 *New York Times* Best-selling Author

MICHAEL
LEWIS

THE
UNDOING
PROJECT

A Friendship That Changed Our Minds



Thank you for your time and effort!