

Introductions

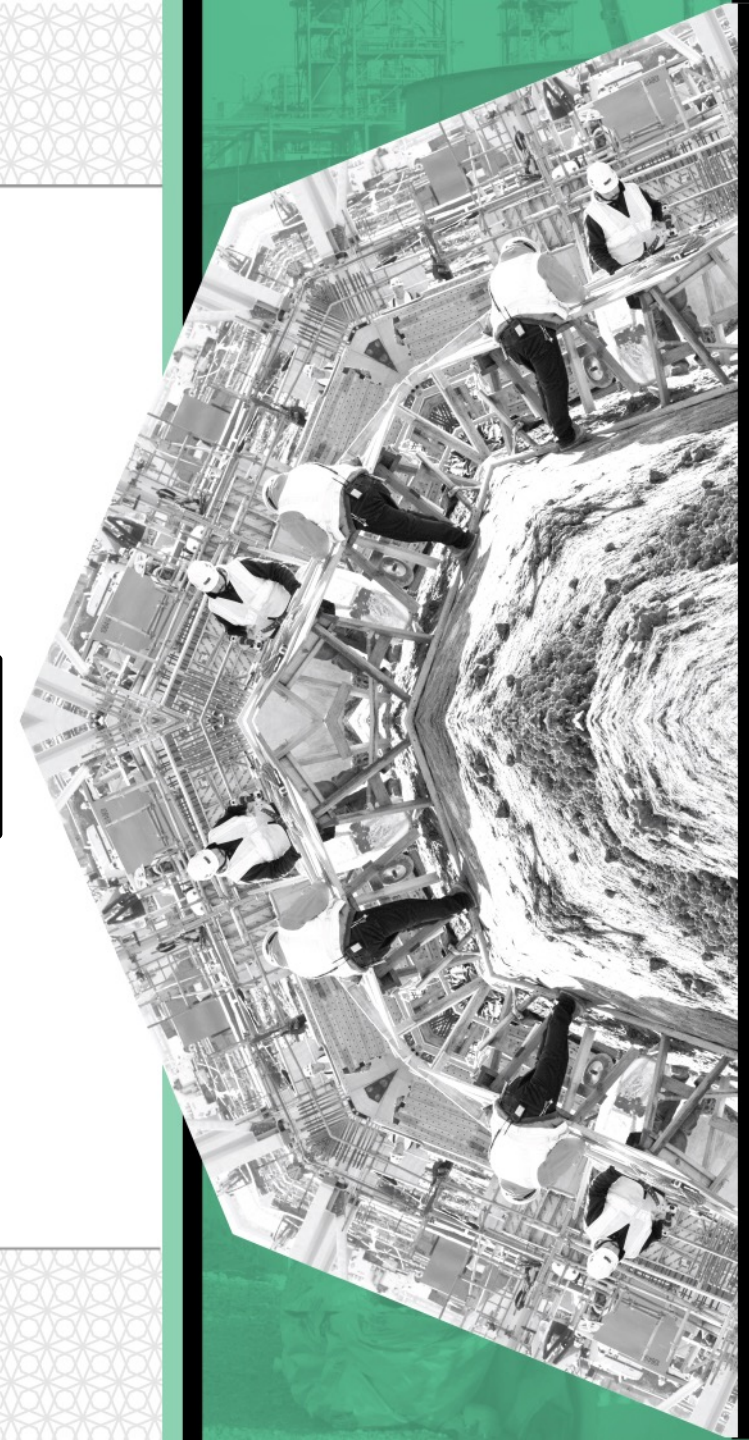
Michele McNichol
ECC Board of Directors
Arion Blue LLC



Year:
2021

Date:
Sep

Location:
Grapevine, TX



Performing While Transforming

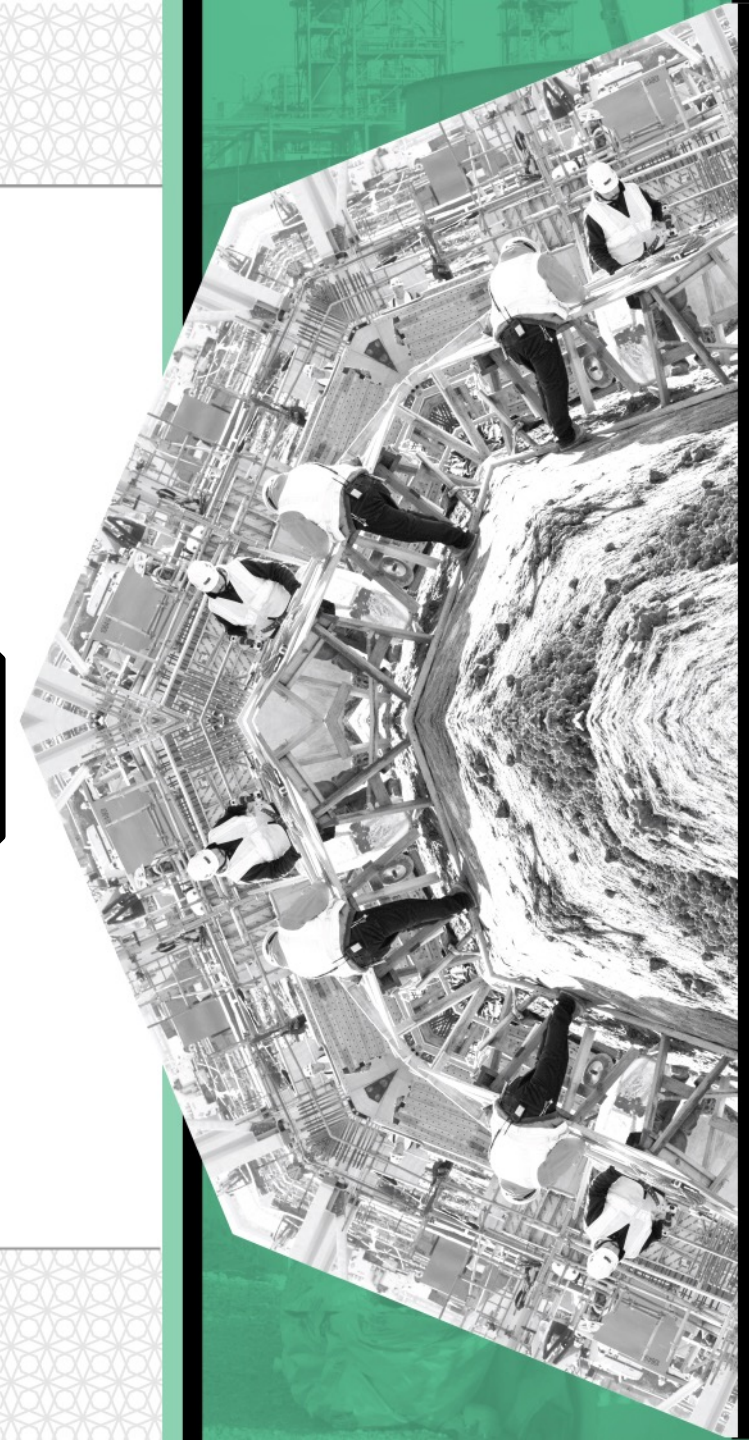
Bill Taylor
Co-Founder and Best Selling Author
Fast Company, Simply Brilliant



Year:
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PERFORMING

While

TRANSFORMING

BILL TAYLOR COFOUNDER AND FOUNDING EDITOR, *FAST COMPANY* AUTHOR, *SIMPLY BRILLIANT*

1995

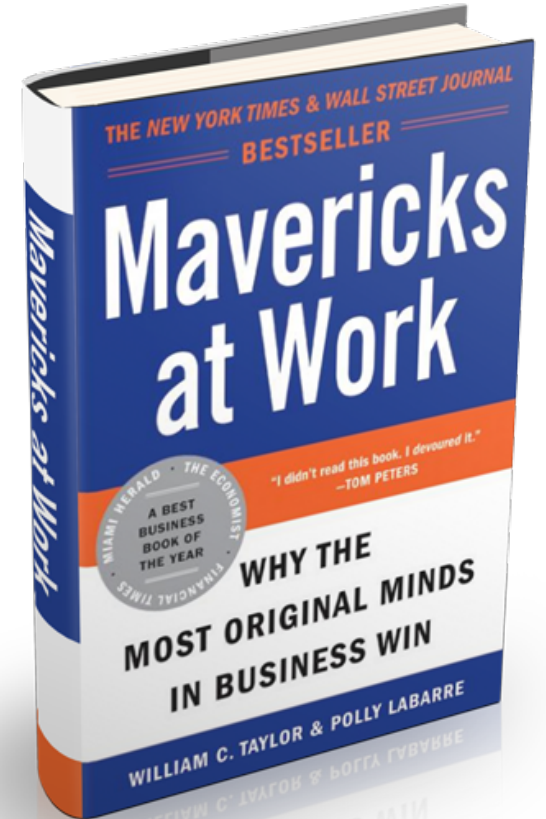
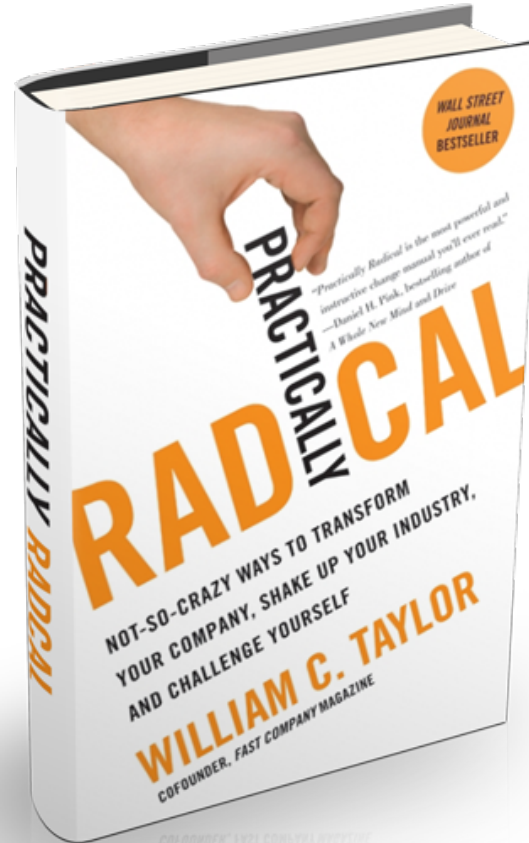
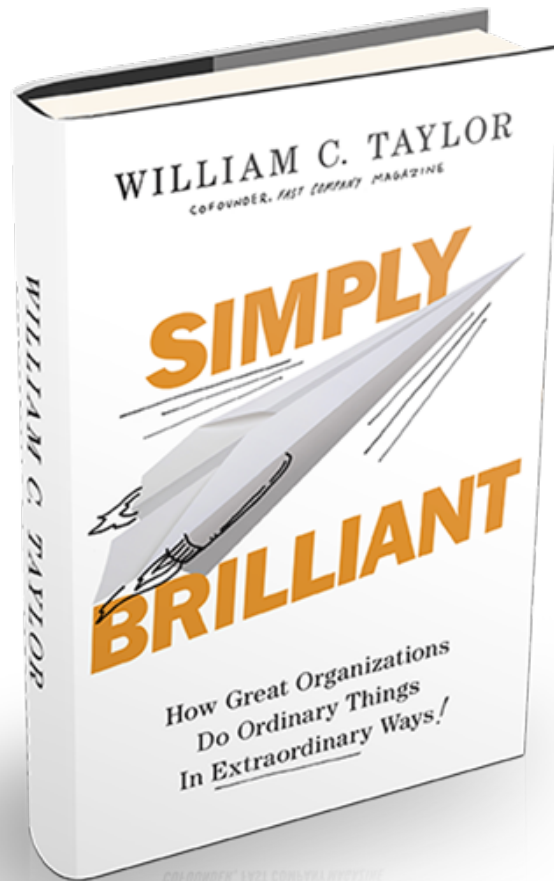


2021



THINKING ABOUT TRANSFORMATION FOR **25+ YEARS...**

WRITING THE BOOK(S) ON **LEADERSHIP AND PERFORMANCE...**

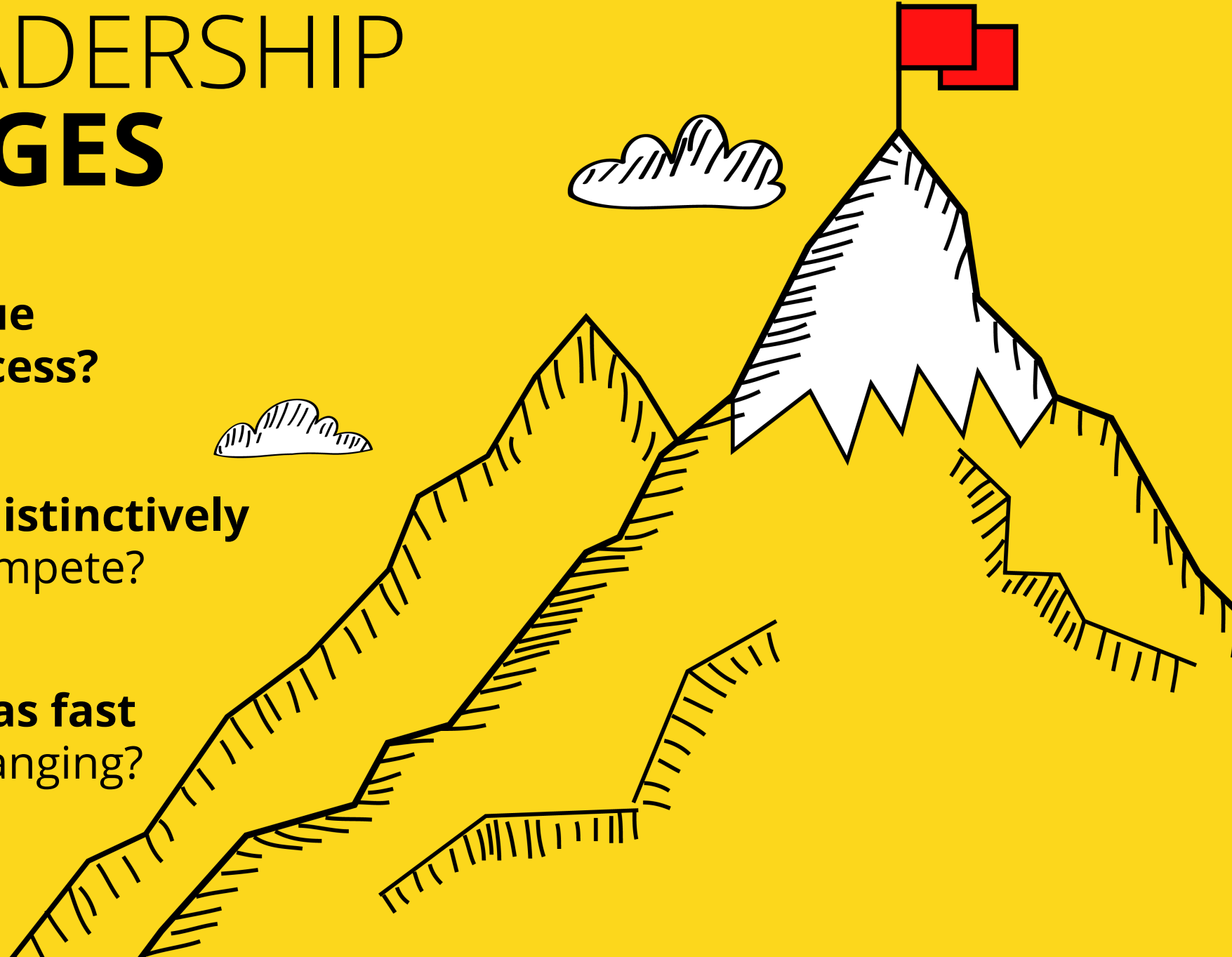


THREE LEADERSHIP CHALLENGES

1 What's your **unique definition of success**?

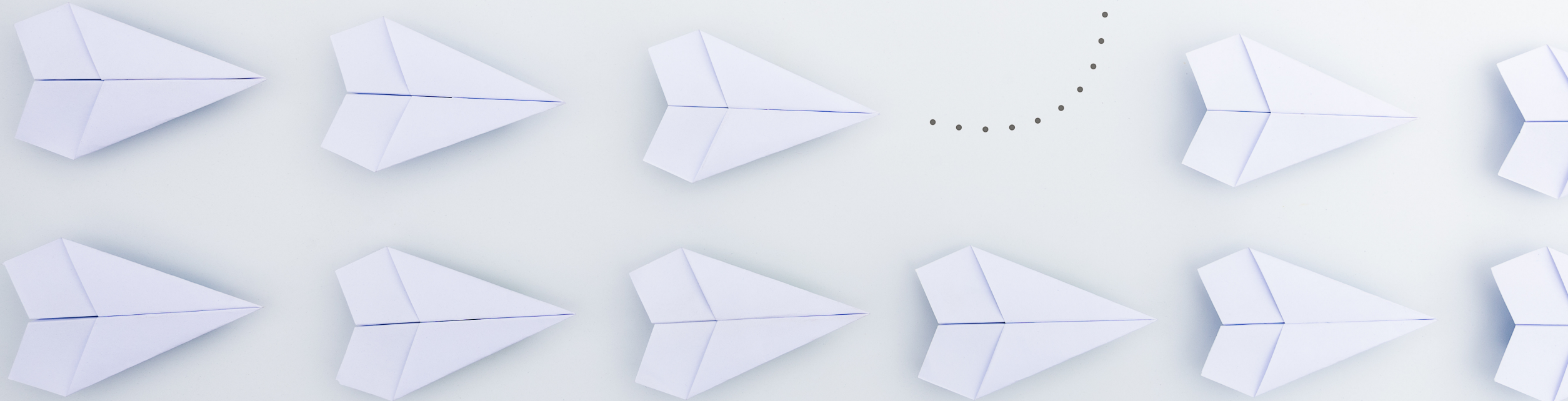
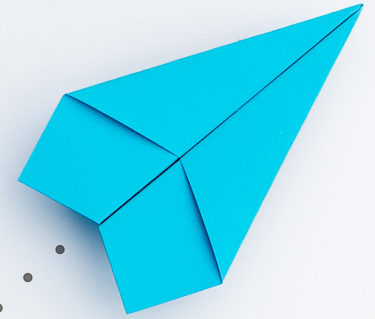
2 Do you work as **distinctively** as you hope to compete?

3 Are you **learning as fast** as the world is changing?



STRATEGY STARTS WITH **ORIGINALITY**

“The goal is not to be the best at what lots of others already do. It is to **be the only one who does what you do.**”



It's too radical,
we've never done
anything like this....

It's not
really new,
didn't we
try this
before?

No one else
does this,
our customers
aren't ready...

What's so
special,
don't our
competitors
already do
this?

50 REASONS

WHY WE CAN'T CHANGE

Great idea! But it will
never work here,
we're too big...

Great idea! But it will never
work here,
we're too small...

"PLAYING IT SAFE" IS DANGEROUS

"Change begins when people and organizations finally conclude that **the risk of trying something new is lower than the cost of clinging to what's worked in the past.**"



A BOLD INNOVATOR IN A CONSERVATIVE INDUSTRY



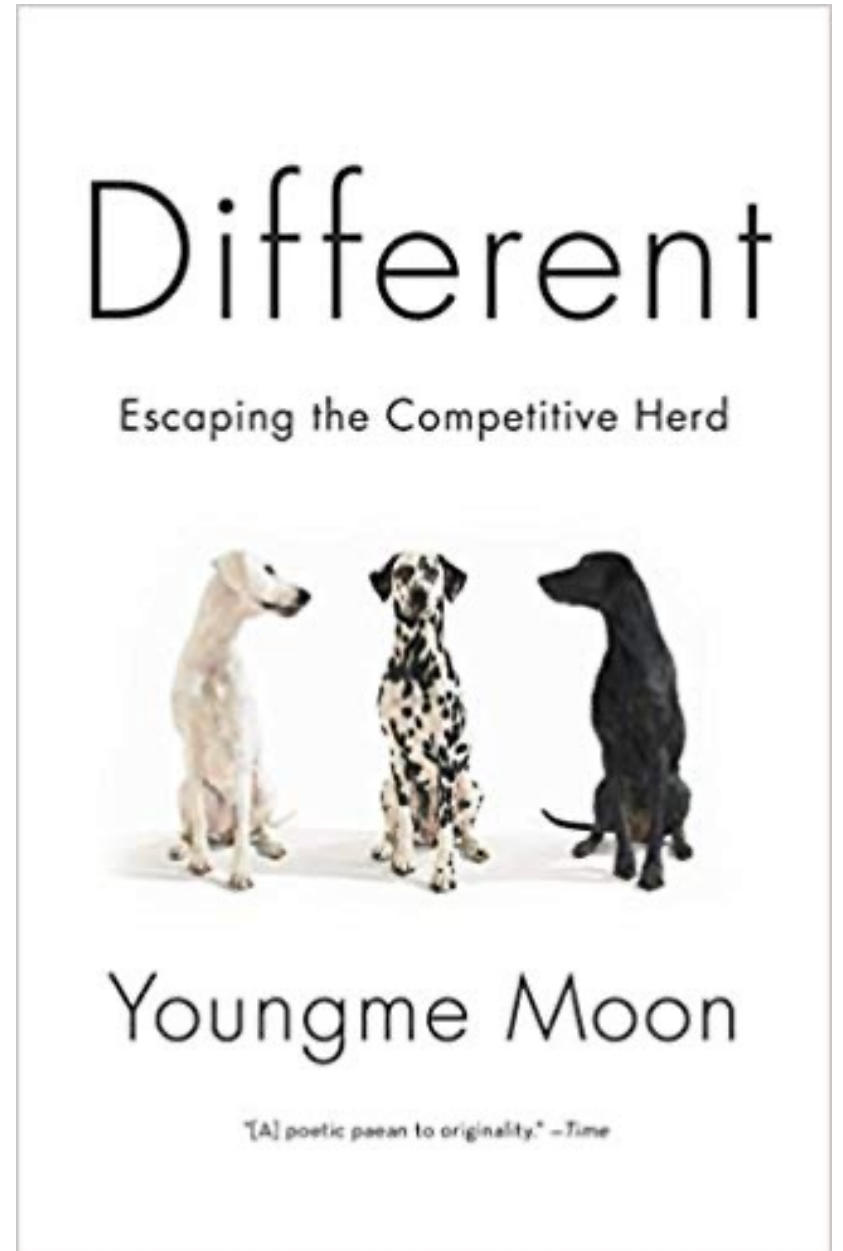
WHAT IDEAS DO YOU **STAND FOR**?



“It’s not **radical** to do something this radical. It’s **logical**. How you can you look at the status quo in healthcare and conclude that incremental progress is the way forward?”

THREE ELEMENTS OF “COMPANIES OF THE FUTURE”

- 1** They offer something that is **hard to come by**
- 2** They make a **commitment to the unprecedented**
- 3** They are **intensely human**



CONFIDENCE IN THE **FACE OF UNCERTAINTY**

From...
What **Keeps You**
Up at Night?

To...
What **Gets You**
Up in the Morning?



DON'T JUST MAKE IT EFFICIENT...
MAKE IT MEMORABLE



“In a world being utterly reshaped by technology, what customers and colleagues are **hungry for is a deeper and more authentic sense of humanity**”

ROCKET MORTGAGE A DIGITAL DISRUPTOR THAT'S **ALL ABOUT PEOPLE**



THREE ISMs AT **ROCKET MORTGAGE**

1

Always Raising our Levels of Awareness:

Keep your head
up. Be curious.
Be alert.

2

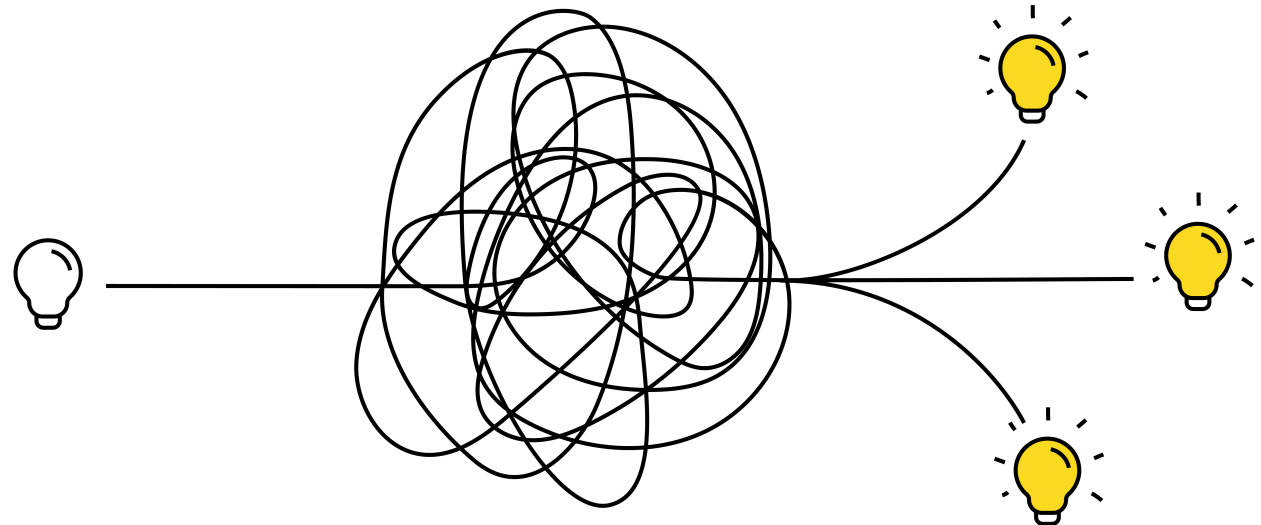
Yes Before No:

We live in the land of
growth, possibilities,
ideas and innovation.

3

We'll Figure It Out:

Greatness doesn't
always come in nice,
tidy packages





This is not about what we do, it's about who we are. **When you know who you are, then all of the decisions you have to make become a lot easier.** When decisions are easier to make, things get better faster. Nothing clarifies like clarity."

—**DAN GILBERT**, FOUNDER, ROCKET MORTGAGE



THE CONNECTION BETWEEN **GROWTH AND CULTURE**

What **separates you** from rivals in the marketplace?

What **holds you together** as colleagues in the workplace?

Do you work as distinctively as you **hope to compete?**



BEWARE THE “PARADOX OF EXPERTISE”

Don't let what
you know **limit**
what you can
imagine

Are you **learning**
as fast as
the world is
changing?



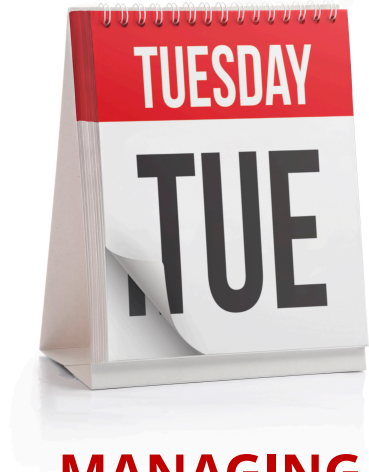


Everyone wants to be interesting. But the more important thing is to be interested. Keep a sense of curiosity. Discover new things. Risk failure. **It's what you learn after you 'know it all' that counts."**

—JOHN W. GARDNER, "PERSONAL RENEWAL"

FOUR CHALLENGES OF PERFORMING WHILE TRANSFORMING

(and How to Meet them)



MANAGING TIME

"I'm **too busy**
dealing with today
to pay attention to
tomorrow."



MANAGING STRESS

"How am I
supposed to
figure all
this out?"



MANAGING SETBACKS

"It's hard to
innovate when
we're **so afraid**
to fail."



MANAGING MORALE

"How do we **stay**
positive when there
is so much bad news
out there?"



“The future is rarely shaped by people who don’t believe in the future...It is created by highly motivated people, by enthusiasts, by men and women who want something very much and believe very much. **The first and last task of a leader is to keep hope alive...**We need to believe in ourselves and our future but not to believe that life is easy.”

—JOHN W. GARDNER, ON LEADERSHIP