6 Stages of Every Crisis, Challenge, or Change 5 Ways to P.I.V.O.T. Tough Times Need Strong Leaders Leadership Reminders for Landscape Leaders

CREATING 2022 AND BEYOND VISION

PEOPLE

- Attract
- Recruit/Retain
- Mentor/Manage
- Evolve
- Develop

TECHNOLOGY & TOOLS

- Innovation
- Advancements
- Resources
- Embrace the future
 - Cryptocurrency
 - Buying property in the Metaverse
 - Alternate payment methods

VALUE

BUSINESS GROWTH

- Strategize
- Optimize
- Find opportunities
- Differentiate products & services

MANAGING UNCERTAINTY

- COVID and variants
- Risks
- Client confidence
- Employee needs/wants





How do you motivate your How do you keep your people meaningfully informed?

How do you maintain your team's focus on specific goals?



How do you keep yourself accountable?

How do you recognize successful

Why this situation is different





REJECTION

It's not that bad

It won't affect me

It is just like bad flu

RECOGNITION

I will save money on commuting

I can work in sweatpants

I have to/get to work from home

I'll have more time with family









- > I need to step up my leadership at work and at home
- People need reassurance from me
- I need better technology

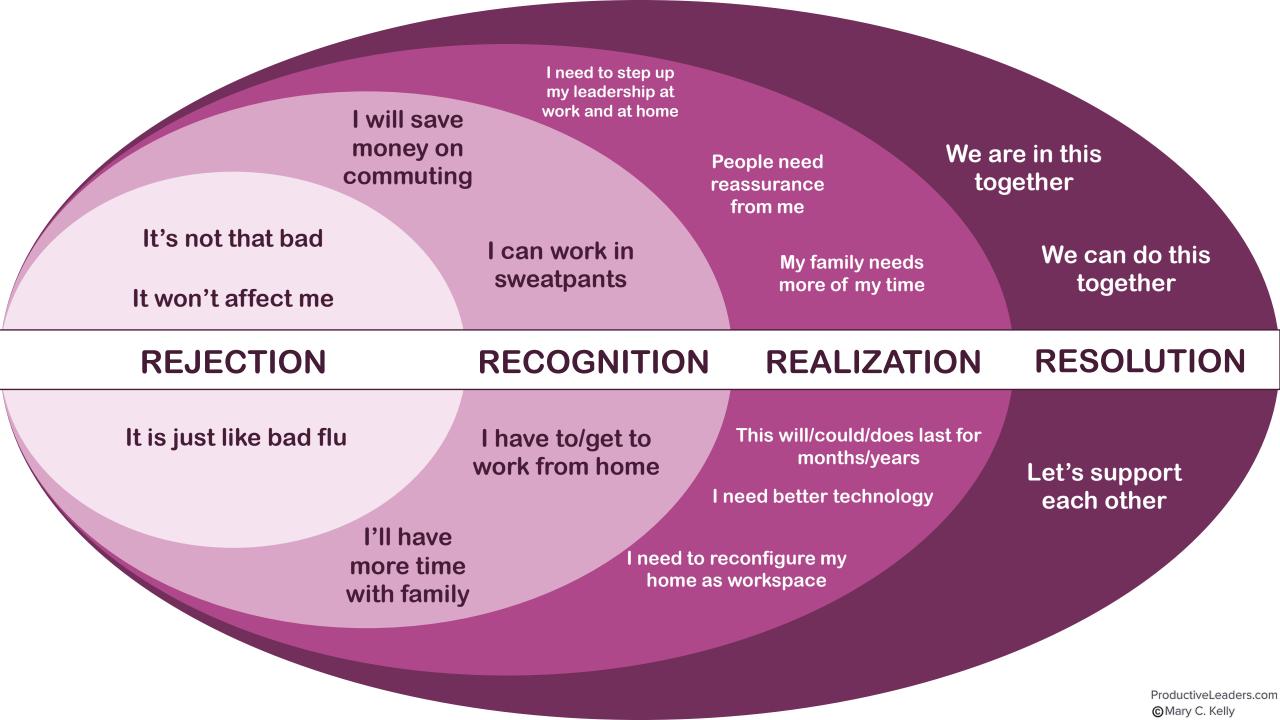
My family needs more of my time

> I need to reconfigure my home as a workspace





We are in this together We can do this together Let's support each other RESOLUTION ProductiveLeaders.com



REALITY

This is the new reality

Thousands of details will change

Bringing people together is going to be difficult



What can I do to support my people?

How can I work cooperatively with my competition?

Where can I improve my processes?

What do we need to do differently moving forward?

How will this change my leadership?

How will this change my organizational strategic planning?

How can I equip my team to manage change?

Where do we need to allocate resources?

What do we need to create and develop?

How can we respond fast to what our markets need?

How do we stay focused?

How can we position ourselves for the future?



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P = Purpose





I = Influence/ Inspire



V = Volatility







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61.9 December 2021

Issues: Baby boomers, Millennials, underground economy

Labor Force Participation Rate

- 1. Aging workforce
- 2. Lack of skilled employees
- 3. Lack of succession planning
- 4. Lack of work ethic
- 5. Lack of motivation
- 6. Want to stay remote
- 7. Reluctant to travel
- 8. More retirements
- 9. Attracting fewer young people



JOB SHORTAGE CHALLENGES

Some employers are:

- 1. Expanding training programs
- 2. Recruiting outside the industry
- 3. Collaborating with colleges, high schools
- 4. Creating certification programs



JOB SHORTAGE SOLUTIONS

Suggestions:

- 1. Create story branding/videos
- 2. Compelling vision
- 3. Tik Tok approach to recruiting/attracting
- 4. Kill bureaucratic roadblocks
- 5. Go after the non-college market
- 6. Visibly increase health and safety practices
- 7. Have robust bonuses for hiring referrals
- 8. Hire locally



JOB SHORTAGE IDEAS FOR YOUR ORGANIZATION





Satisfied employees may also be tempted to quit their options expand

- □ 60% of the employees in the survey said they were not likely to quit in the next 3 to 6 months
- ☐ Employers should not consider this 60% "safe" from the prospect of attrition either
- With more and more employers offering remote-work choices for hardto-source talent, these employees will have more options





The secret

- ☐ Employees want a renewed and revised sense of purpose in their work
- □ They want social and interpersonal connections with their colleagues and managers
- ☐ They want to feel a sense of shared identity
- □ They want pay, benefits, and perks, but more than that, they want to feel valued by their organizations and managers
- □ They want meaningful moments, not just transactions

O = Opportunities







In the middle of fast-paced changes and a fluctuating environment, it is easy to freeze into inactivity. During times of turmail and disruption is when people need their leaders the most. This is also the time to find apportunities.

Humans do not like change. We prefer security and stability, which is why change, for most people, is difficult. The habenula, that part of our brain which helps us deal with change, doesn't like it. Once we accept the change, we tend to adapt fairly quickly.

For some people, it is tough to see opportunities when situations are changing, especially if they are changing due to events outside of our control. Great leaders are not only resilient during adversity, they also synthesize information quickly, and then take the right action fast. They are able to see opportunities even in tough situations.

Every challenge brings with it the opportunity to help others, solve problems, and move forward. As leaders, that is why we are here.

It is helpful to ask questions such as:

Where are there unmet needs where we can help?

Where can I best serve other people?

Where can I best serve my team?

Where can we best serve our dients, oustomers, patients, and members?

What are my people's immediate needs right now?

If I had plenty of money, resources, and time, what would I do first?

What needs to be invented to solve this problem?

What is the craziest possible idea for this situation?

What is the craziest impossible idea for this situation?

What needs to be invented or developed for the impossible solution towark?

What are the benefits of having this challenge right now?

In a year, what will we say was a great outcome of this situation?

T = Tools/Training/Tech



A recent study by CareerBuilder.com shows that a whopping 58 percent of managers said they have never received any management training.

March 8, Forbes, 2018

2022 Success

The Leaders Blind Spots Assessment



The Official Blind Spot Assessment

Get Started!

Reveal Your Blind Spots in 3 Minutes

Put yourself in one frame of mind such as a work environment.

Quickly pick your best answer. Don't over-think them.

Immediate access to your comprehensive report.

Every Strength

comes with potential **Blind Spots**

COMPETITOR **MOTIVATOR** Some Some Driven Charismatic strengths: strengths: Confidence Optimistic Brave Passionate Like a Bulldozer Impulsive Caution Caution Watch for: Watch for: Tasks over Arrogant Talks over others Glosses over tension relationships Opinionated Excitable Exaggerates Greedy Obstinate Inattentive to details • Personal attacks Workaholic Insensitive Unrealistic toward others Not focused on Power-hungry Abrasive Wishful thinking • Win at any cost Too risky Lack of follow through details Too outspoken Impatient Too forceful M CONTROLLER CONNECTOR **ANALYZER PEACEMAKER** Some Some Reliable Accurate strengths: strengths: Inquisitive Service oriented Focused Loyal Cynical Conciliatory Caution Caution Watch for: Watch for: Internalizes Tendency to avoid Analysis paralysis Isolated (doesn't frustrations change Overly critical play well...) Tendency to avoid risk • Gives in to please Unbending Arrogant Withdraws under others Slow to change Defensive Easily swayed to help pressure Passive-aggressive decisions Taken advantage of Avoids tension Stubborn tactics Indecisive Overwhelmed by Cynical Myopic Sacrifices self deadlines False loyalties Ignores problems



SCAN ME

WHAT DOES 2022 HOLD?

BUSINESSES CAN EXPECT:

1. Higher prices for globally and locally sourced resources (especially energy)

2. Increased costs for salaries and wages, as employers need to keep up with inflation

3. Significant competition for top talent (think about recruiting

for business talent the way top coaches recruit pro athletes)

4. More resignations, as baby boomers look at their IRAs, 401(k)s, and SEPs and decide that golfing, fishing, and goat yoga are all great options from the daily grind

5. Continued employee transitions, as workers believe that the grass is greener elsewhere, even as the unemployment numbers decline

6. Remote work is here to stay

ORGANIZATIONS NEED TO EMBRACE:

13. Garnering employee loyalty will take more effort by leadership

14. Employees need more timely and better information from the organization

15. Customer lovalty is based on your most recent interaction, unless you have a loyalty program in place that works really well (hint: most don't) or you are a monopoly

16. The need to develop partnerships with high schools, community colleges, and universities to find and develop talent at all levels

17. Educating the workforce will increasingly be an organizational function

18. Creating a credentialing process that addresses today's employers' needs is a great idea

BUSINESS LEADERS NEED TO:

7. Increase leadership "touch points" throughout the organization

- 8. Be proactive and strategic about managing supply chain delays
- 9. Work cooperatively with competitors to create economies of scale
- 10. Be comfortable merging technology and people
- 11. Understand that the new work environment is characterized by change and chaos
- 12. Realize that first line supervisors make the most impact on employee happiness and retention

INDIVIDUALS NEED TO UNDERSTAND:

19. Federal, state, property, and other taxes have increased

20. Even with increased wages and salaries, disposable income will decrease in 2022 as inflation rises

21. Financial concerns remain a major concern, even as savings increased in the past 24 months - smart budgeting is a critical component to handling stress, uncertainty, and relationship stressors (www.ProductiveLeaders.com/free for budgeting tools)

22. Employees have to become more marketable, more relevant, and take a more proactive role managing their careers

AFTER YEARS OF ROBUST ECONOMIC GROWTH, **BUSINESS SUCCESS IS MORE CHALLENGING**

STATUS QUO IS NOT ENOUGH

Dusinesses and exceptantions that survive



JANUARY

BUSINESS SUCCESS AND ACCOUNTABILITY

Goals for the month:
1
This month I want to do <u>more</u> of these activities: 1
2
This month I want to do <u>less</u> of these activities:
1
This month I resolve to delegate/outsource:
This month I am going to streamline this process:
This month I am going to complete this project:

This month I am going to resolve this situation: I will contact these 3 people for advice: 1. _____ 2. _____ I will reach out to these 3 potential decision-makers/clients: On a scale of 1 through 5, this month was a 5 🔘 3 🔾 $1 \bigcirc$ Fabulous Good Okay Meh Terrible What could have made this month better? 1. _____ 2. _____ I am grateful for: 1. _____ This month I learned: 1. 2. _____

12 MONTHS OF BUSINESS GROWTH

ACCOUNTABILITY

PRODUCTIVITY TOOLS

STRATEGIC PLANNING

WORK THROUGH A 5-MINUTE PLAN EVERY MONTH TO BUILD A BETTER BUSINESS



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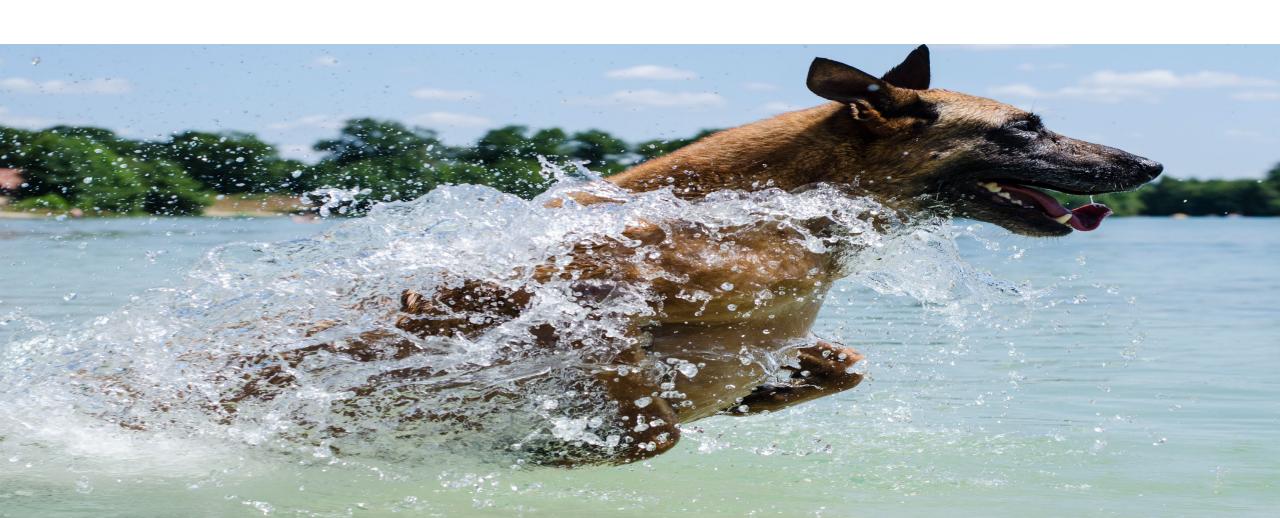
My goal:

Goals are challenging because everyone has obstacles. What are some obstacles you might encounter? What are solutions?

What are five action steps to take to make the goal a reality?

I will know I'm successful when: _____

Text the word DOG to 66866



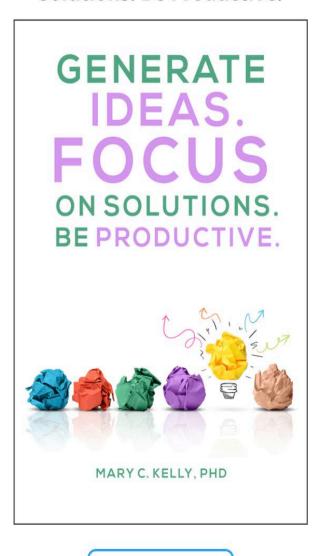
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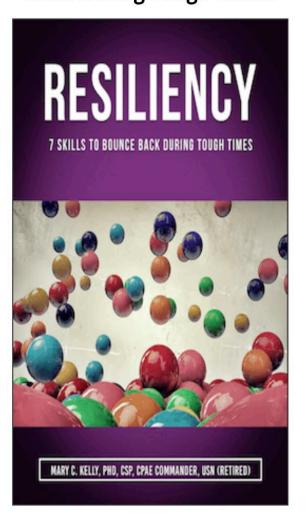
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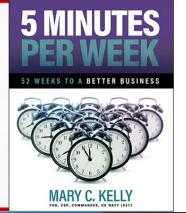




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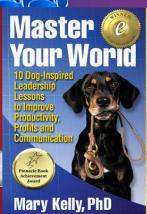
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