Visions, Values and Volition: Build a Better Organization

John Kennedy Consulting

ABMA
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The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or even do. It is more important than appearance, giftedness or skill. It will make or break a company... a church... a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the string we have, and that is our attitude. I am convinced that life is 10 percent what happens to me and 90 percent how I react to it. And so it is with you... we are in charge of our attitudes!

-Charles Swindoll
The Evolution of a Culture
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Event
Behavior
Systems
Culture
All Aboard The Blue Train

No way! Can’t be done! We’ve done this before! Blah, Blah, Blah

Yes we can! Why the heck not? Can’t hurt to try Endless Possibilities

Destination: No where

Destination: Anywhere
The Two Faces of Leadership

**Tactical Leadership:**
- Day to day: Reaction
- Your department

95% / 80

**Strategic Leadership:**
- Over a year: Proactive
- Our company

5% / 20
Value-Based Decision Making

1. Fun
2. Integrity
3. Trust
4. Innovation
5. Honesty
6. Courage
7. Change
8. Wisdom
9. Commitment
10. Faith
11. Balance
12. Fitness
13. Passion
14. Knowledge
15. Fairness
16. Diversity
17. Competence
18. Attitude
19. Determination
20. Structure
21. Service
22. Perfection
23. Recognition
24. Independence
25. Respect
26. Loyalty
27. Teamwork
28. Legacy
29. Family
30. Growth
"The Cannoli Factor"

19% Appreciation

Motivation

41% Delegation

9% Communication
To **transform** the business,
You must **transform** the people

To **build** the business,
You must **build** the people

To **grow** the business,
You must **grow** the people

“Riding The Blue Train”
“Line Of One Culture”

The ability to create a solid and unified force of people and energy...focused on accomplishing the same mission
John Kennedy
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