Building Leaders from Within

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- Business Development Mgr., Insurance Practice
- 7 years with Salient, 10 years in insurance
- Licensed Agent for Life, Accident, Health & P&C
- Sales Mgr 12 years - Regional Distribution Company
- Leadership, Motivation, and TEAM Building
  Writer/Speaker/Trainer for 27 years
- Audiences: Corporations, Small Businesses, Private and Public Schools and County Organizations
- Expertise: Sales, Training and Communication
Ignore the trends . . . get caught
The Problem – It actually WAS *Rocket Science*

- **NASA** Spent $24 Billion in 1969 to get to the moon and . . .

- The Blueprints to the Saturn V . . .

- 2014 Deloitte Report: “… insurers may … focus more on developing the talent …”
Leadership

Objectives

• The value of Enlisting, Equipping, and Empowering key employees.

• The value of leveraging your company’s identity and corporate mission effectively.

• 10 tools your leaders can use in building strong leadership.

• KISS

• Disclaimer (affirm positives/opinion)
Leadership

4 Common Corporate Strengths

In Public and Private Corporations

1. Definition
   - Bulls Eye

2. Direction
   - Simple as 1, 2, 3
Success *REALLY* is as SIMPLE as 1-2-3

1. Good, Bad, Ugly
2. Destination, in Detail
3. NOW to END
Leadership

4 Common Corporate Strengths

3. Development
   ➢ More than *training*

4. Determination
   ➢ Champions are …
Leadership

5 Leading Questions

• What do I WANT?

• What does it take to GET what I want?

• Who ELSE wants what I want?

• What is NEGOTIABLE?

• What is NON-NEGOTIABLE?
Leadership

5 Following Questions

• What ELSE can I do for you?

• Is there anyone else I can support?

• Do you see any area in which I can improve?

• May I please have the opportunity to cross train?

• Are there any other certifications I can secure to help the team?
Leadership

Identity

MOST
Identity

• We need to know who we are today
  • To ourselves
  • To our customers
  • To our community

• We need to know who we were in the past

• We need to know how we’ve changed / evolved

• We need to know who we want/need to be in the future

• We need to plan to perpetuate our stability
M.O.S.T.

• M – Mission or Mark

• O – Objectives

• S – Strategies

• T – TEAM
Leadership

Where to Begin the Development Process

• Facilitate an Objective Assessment
  • 3-5-10 year view of vacancies, keep it, fill it, grow it

• Build on Basic Fundamentals
  • PROVE value in small things first

• Strengthen Your Strengths
  • Maximize Momentum
Sowing & Reaping
Reap an Action

Reap a Habit

Reap a Lifestyle

Reap a Legacy

Sow a Thought

Sow an Action

Sow a Habit

Sow a Lifestyle
Enlist, Equip, Empower

**Enlist** – Young workers into Leadership 101

- Sometimes we need to look beyond shortcomings & inexperience to see the future of our companies.

- What were some of us like at 30?

- Relationships – Over time and through fire.
Enlist, Equip, Empower

**Equip** – Allow learning leaders to *fail toward success*

- Some of the simplest pleasures we take for granted today were perfected in a lab somewhere

- Apollo 13 – Astronauts train to respond to failures

- I believe collaboration between 70, 60, 50 and 30 year olds CAN happen.
Enlist, Equip, Empower

Empower – Existing proven leaders for more leadership opportunity

• If we have *enlisted* and *equipped* our team properly, then releasing them to execute their agenda is a natural next step. Many of you have people *now* who are indeed equipped to lead your companies to the next step.

• Let’s talk some FOOTBALL!

• Let’s talk children.
# Top Ten Tools of Successful Companies

<table>
<thead>
<tr>
<th>#</th>
<th>TOOLS FOR SUCCESS</th>
<th>YES NO SOMETIME</th>
<th>NECESSARY TO ACHIEVE TARGET</th>
<th>TARGET DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clearly defined Identity</td>
<td></td>
<td>Continuity from past, present and into the future</td>
<td></td>
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<tr>
<td>2</td>
<td>Clearly worded statement of <em>vision, direction, mission</em>…</td>
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<td>Everyone on the TEAM must know it, believe in it, see it daily, and commit to execute it.</td>
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<td>3</td>
<td>Clear achievement targets for each player &amp; manager (H-ERPR)</td>
<td></td>
<td>After clearly defined targets, Evaluations 1-2/ year, Rewards, Provocations, if no response - Release</td>
<td></td>
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<tr>
<td>4</td>
<td>Clear minimums for TEAM Development</td>
<td></td>
<td>Everyone needs to know <em>how little</em> is acceptable, as well as <strong>how high</strong> to aim</td>
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<tr>
<td>5</td>
<td><em>Regular</em> Team Meetings</td>
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<td>No exceptions, No excuses, if you want to succeed</td>
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<tr>
<td>6</td>
<td><em>Accurate</em> T/I Records</td>
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<td>Track everything of significance</td>
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<td>7</td>
<td>Develop <strong>4 Legged Stool for Balance</strong></td>
<td></td>
<td>Brand called <em>You</em>, Maximize <strong>MOST</strong>, Fluid Communication, Finishing Skills</td>
<td></td>
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<tr>
<td>8</td>
<td>Develop <em>fresh talent</em></td>
<td></td>
<td>New talent and wide range of new clients</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td><em>Community</em> Support</td>
<td></td>
<td>Give back to those who give to us</td>
<td></td>
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<td>10</td>
<td><strong>Legacy</strong> Planning for those at the top, that will lead in the future</td>
<td></td>
<td>Those that see clearly into the future realize that company leaders are best developed deliberately.</td>
<td></td>
</tr>
</tbody>
</table>
Summary

- **D x 4**
  - Definition, Direction, Development, Determination

- **5 Leader questions**
  - I want, who else, take to get, negotiable, non-negotiable

- **Basics**
  - Identity, M.O.S.T.

- **S/R**
  - Thought, Action, Habit, Lifestyle, Legacy

- **E x 3**
  - Enlist, Equip, Empower

- **10 Tools**
Do NOT Wait . . .

• What one thing will you take home with you today!

• Do it *NOW* - *Never an Opportunity Wasted*

• What will you implement tomorrow, next month, in 6 months?

• Certificate rich vs. Progress poor
Questions & comments

How can we help you get started?

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Thank You!