

# **Find Your Greatness and Share It!**



**Circles of Significance**

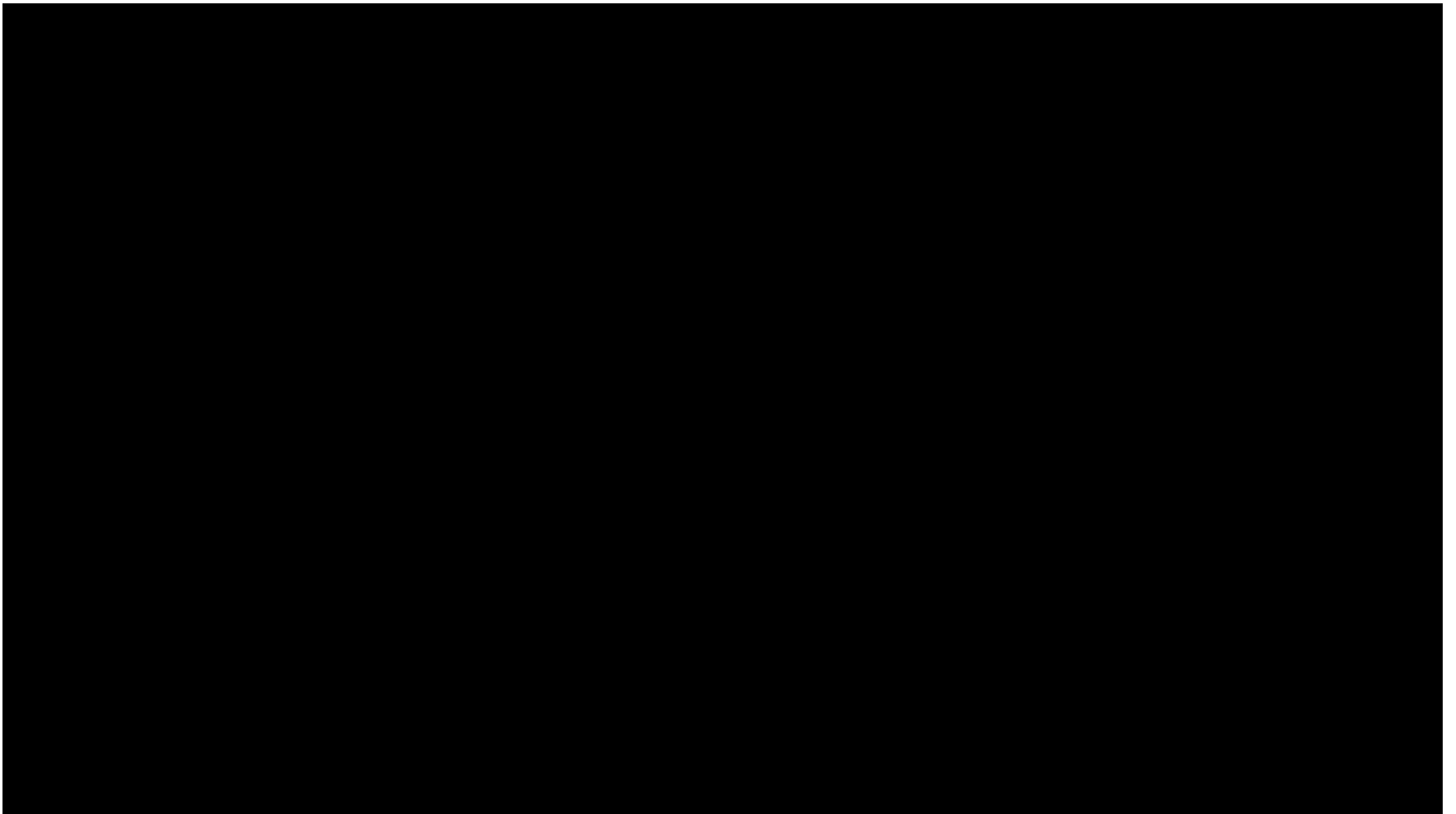
**This is about leadership ... corporate culture ... and building not just successful teams, but about you and your organization becoming significant!**

**This is about being more than your staff handbook!**

**Find Your Greatness and Share It**

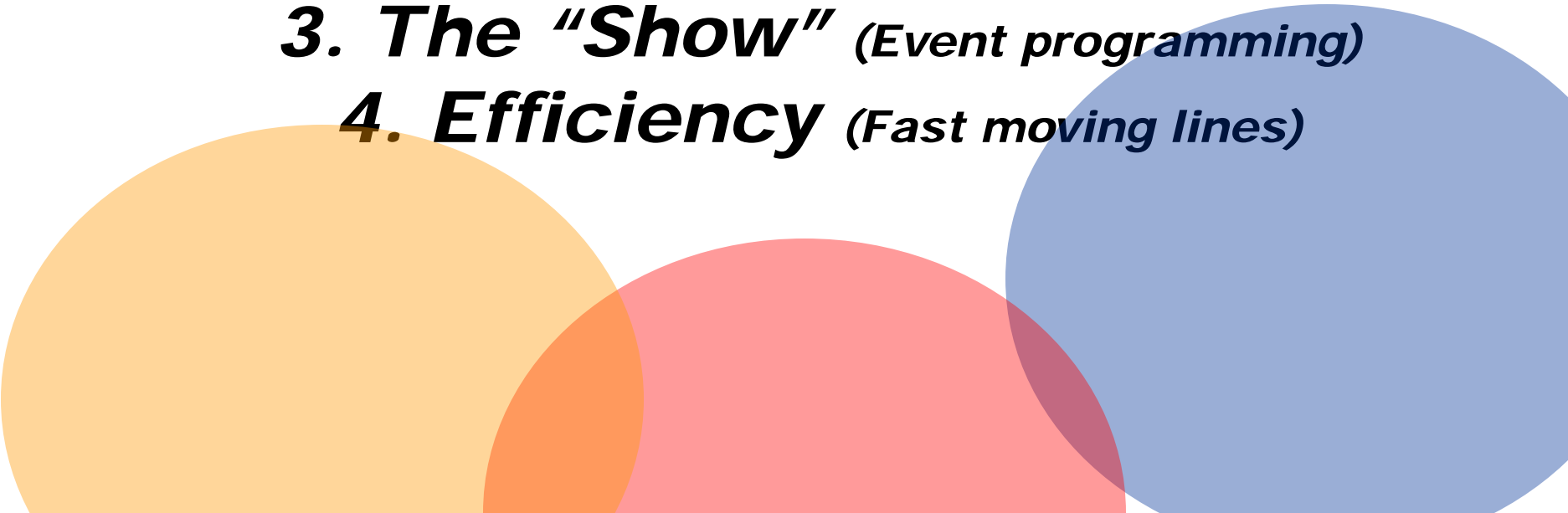




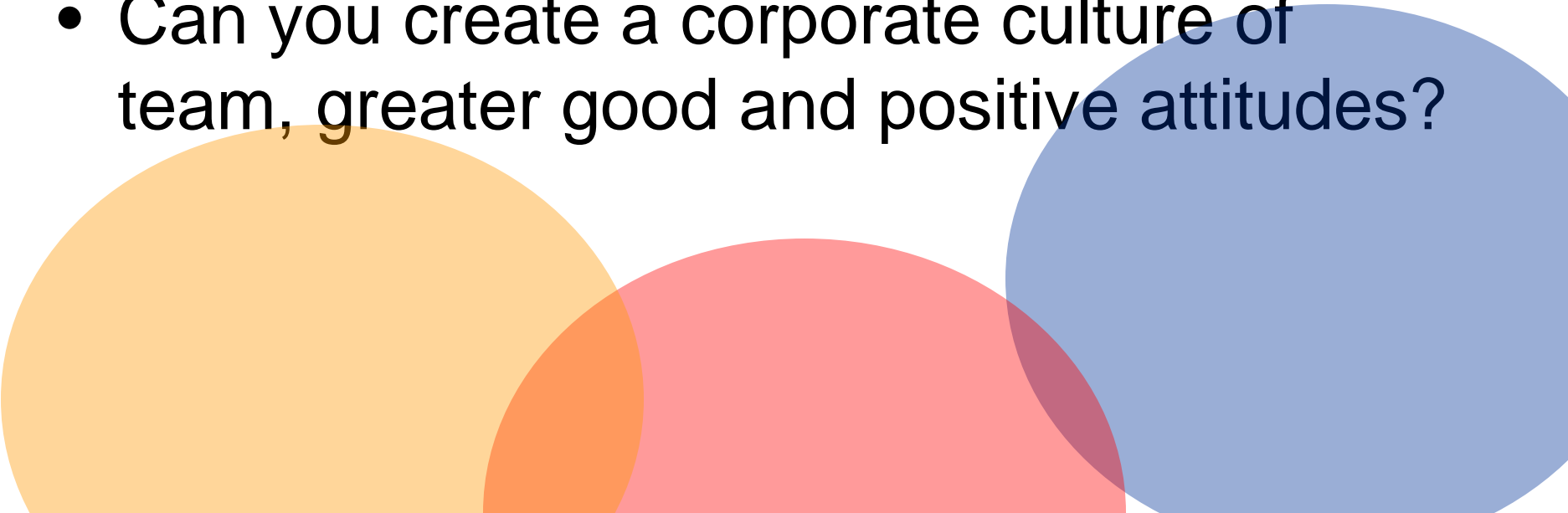


# Disney Training

*Think in terms of forgiveness ...*

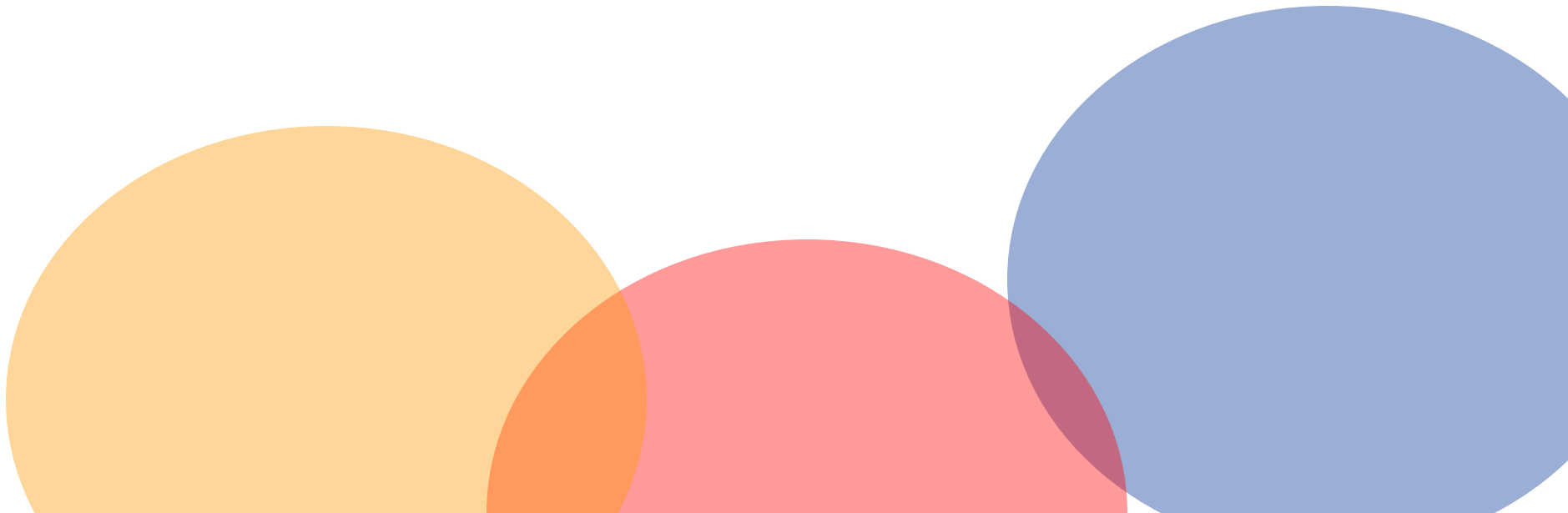
- 1. Safety (Public Safety)*
  - 2. Courtesy (Customer Service)*
  - 3. The "Show" (Event programming)*
  - 4. Efficiency (Fast moving lines)*
- 

# Leadership

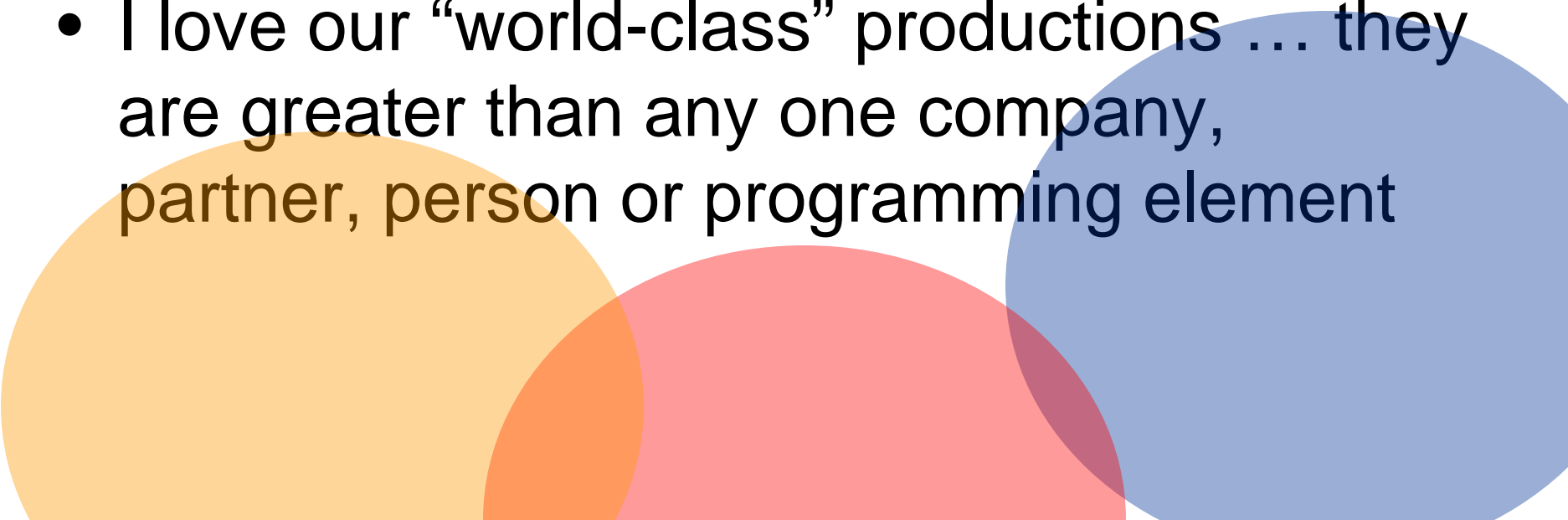
- What is your organization's corporate culture? Every relationship, every family and business has one ...
  - Can you create a corporate culture of team, greater good and positive attitudes?
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# Leadership

- Rewards, raises, promotions are all part of the mix, but including people in the vision is amazingly powerful!

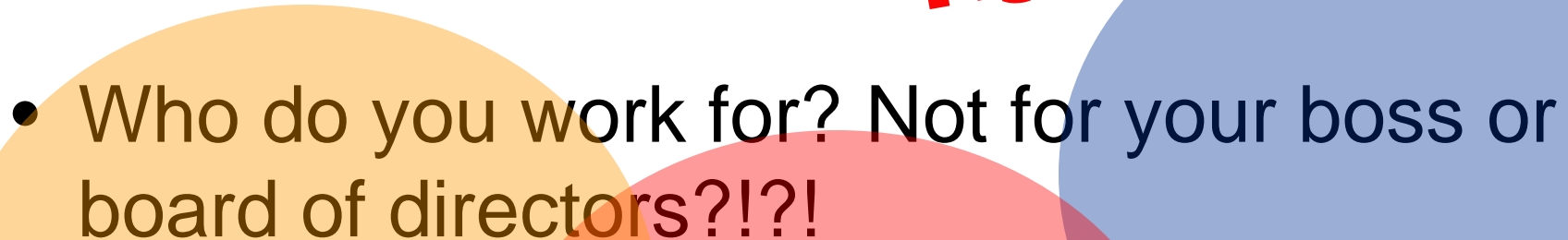


# Leadership

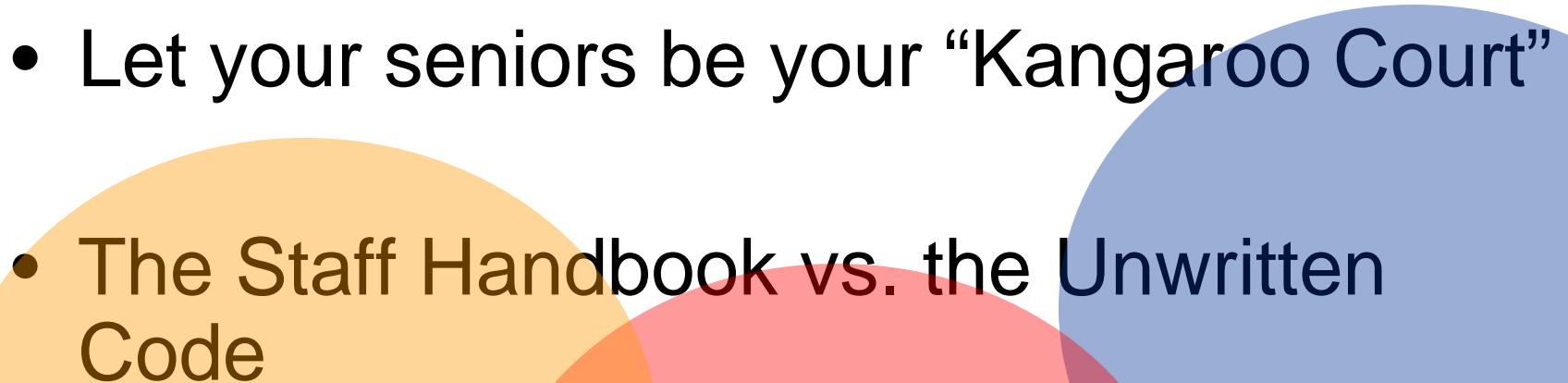
- Make your corporate culture (your cause) greater than any one individual ... make it the greater good!
  - I love our “world-class” productions ... they are greater than any one company, partner, person or programming element
- 



# Leadership

- Create an environment of serving others –  
Servant Leadership!  
*zip-tie-snot*
- Have your own memories, language and  
unwritten codes ...  
*Pigtail in R 2*
- Who do you work for? Not for your boss or  
board of directors?!?!  


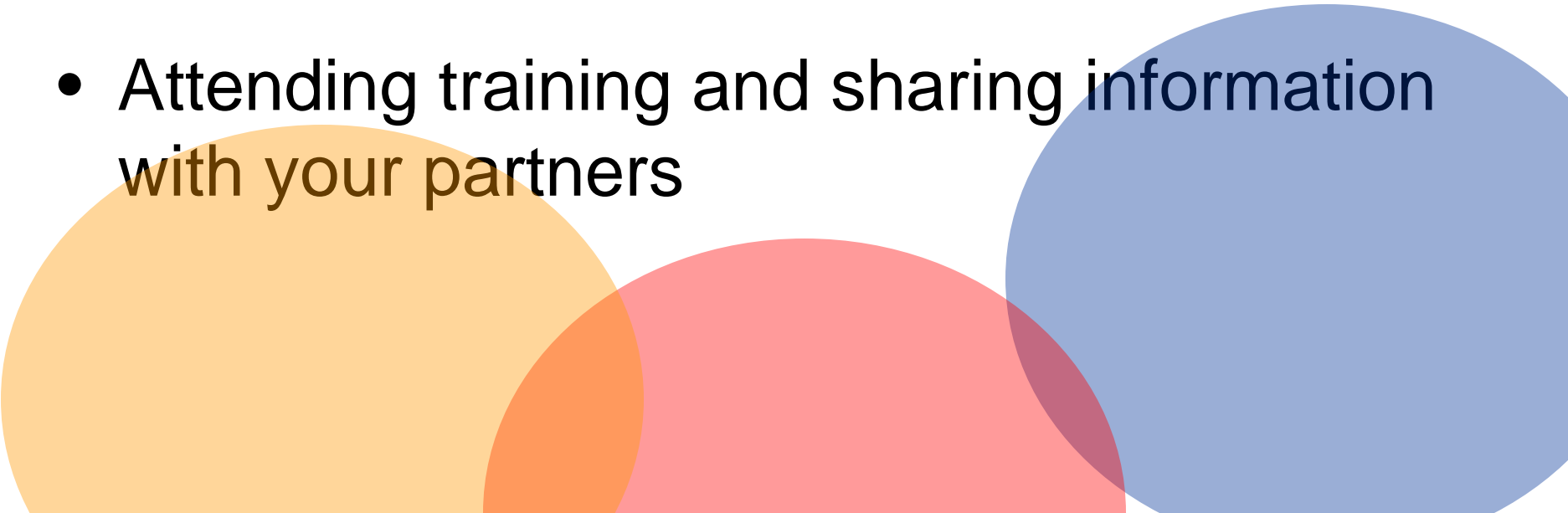
# Leadership

- If you hire great people / work with great people – they will do a lot of the work for you and the organization. They will become your leadership arm!
  - Let your seniors be your “Kangaroo Court”
  - The Staff Handbook vs. the Unwritten Code
- 

# Leadership

- **“Kangaroo Court”**
  - Internal justice system
  - “Players” only
    - Drink the company Kool Aid
  - Fun punishments
    - Fine jar
      - No bad words .. No gossiping
    - Humorous projects

# What Works

- Leadership training ... Alleer – Steve McClatchy
    - Changing the corporate culture of interruptions *“You got a minute”*
  - Attending training and sharing information with your partners
- 

# What Works

- Look for people that are cathedral builders and not just brick layers
- Surround yourself with people who understand they can be the difference, no matter how small the task
- Focus on you and your people more and invest in them! Your business will grow for the better if you do so!

# This Is Who You Work For





# **This Is Who You Work For**



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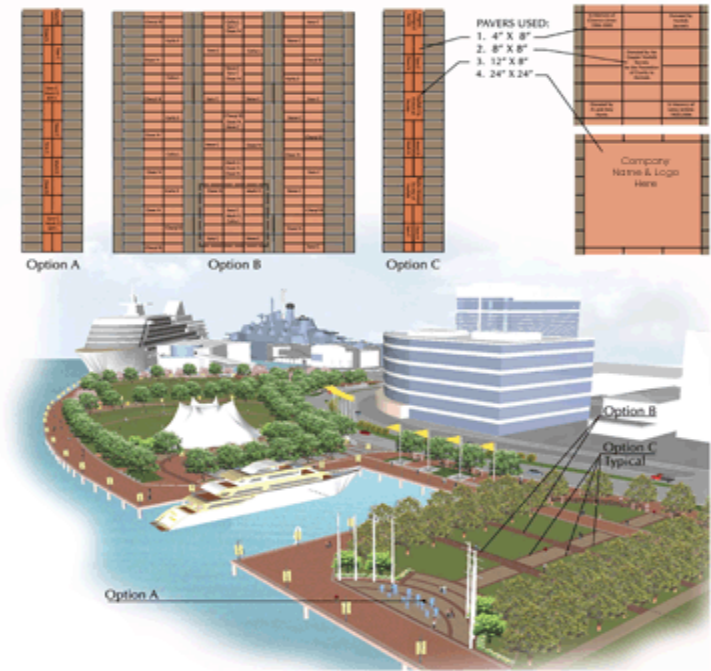




# **This Is Who You Work For**



**Who do you work for?  
Who are you gonna  
put on your brick?**



**Even more than the unwritten codes ...**

# What Works

- **Live Your Life From The Inside Out**

*I set out to change our company's personality. After time, I found I was not making much progress, so I tried to change the organization's leadership. This was also too difficult, so I tried to change the senior staff. I did not have any success there, even that was easier said than done. So I focused on the staff that worked with me or for me.*

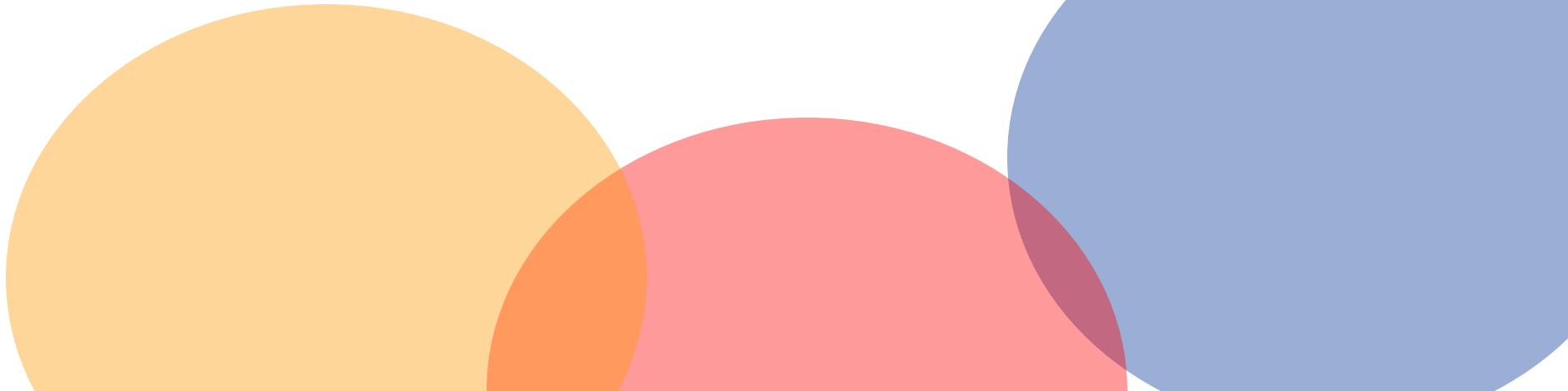
*Though I saw some progress, the development quickly stopped. So, I tried to change myself. An interesting thing happened when I changed myself, my employees changed. When my staff changed, my co-workers and the senior staff changed. When the senior staff changed, so did the company's leadership. And when the leadership changed, the company's personality changed.*

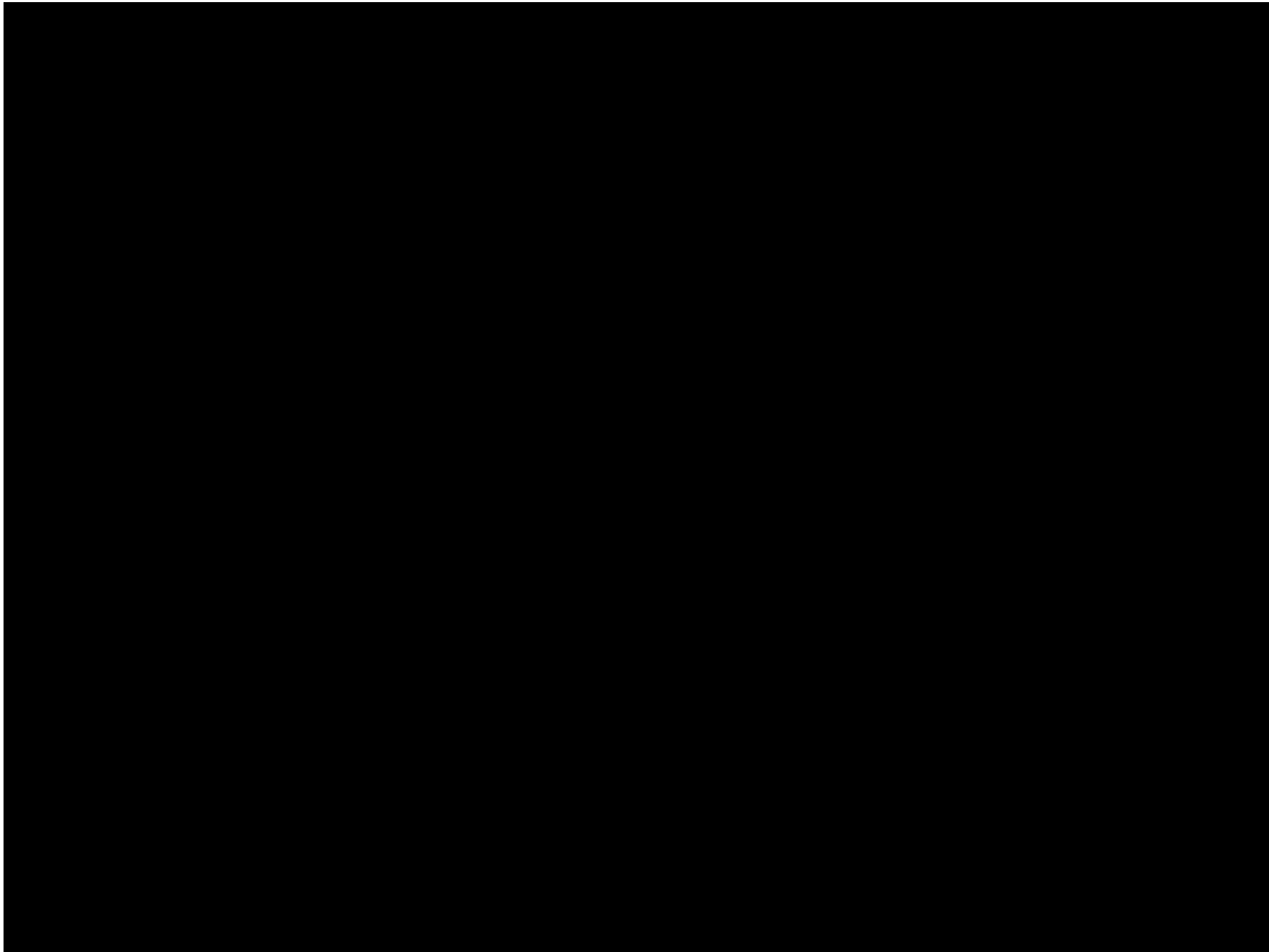
*Remember this story whenever you are unhappy at work – you will always know where to start to make it better.*

# Greatness

*“Greatness is not a function of circumstance.”*

*Greatness, it turns out, is largely a matter of conscious choice.”*







**Festevents**<sup>SM</sup>



**Circles of Significance**

# **Circles of Significance**

**Staff Handbook**

**vs.**

**Corporate Culture and the Unwritten Code**

**-----**

**Bank of America to Purina to UCLA Basketball**

*The employees that succeed are those who serve the greater good. If an employee cannot follow the staff handbook – they should not be an employee!*



# Circles of Significance

## Nordstrom's Employee Handbook:

Instead of it being hundreds of pages long, it is  
all on one card!

**Front:** *We are glad to have you with the company  
... Set your personal and professional goals high ...  
We have great confidence in your ability to achieve  
them ...*

**Back:** *ONE RULE: Use good judgment at all  
times. Please feel free to ask your Department  
Manager, Store Manager or Human Resources  
Office any question at any time.*





# Circles of Significance

*So many companies say they are going to “tighten their rules”, but few say they are going to focus on their team and build a strong, clear understanding of what their values are, and give them the training to have those values become their behavior.*



# Circles of Significance

*“We treat our people the way we want them to treat our customers.”*

VP of People, JetBlue, Vincent Stabile



# Circles of Significance

*“We don’t have policies ... We felt that a lot of the procedures in many organizations were designed to catch the 3 percent who were trying to cheat in one way or another ... we decided to design our rules for the 97 percent we can trust.”*

CEO, Chaparral Steel, Gordon Forward



# Circles of Significance

*“... Feed opportunities and starve problems*

*... feed strengths and starve weaknesses”*

Peter Drucker

# Circles of Significance

Significant

*It is more than being successful,  
it is about being significant!*

Success



# Circles of Significance

The Festevents Circles of Success represent the character of our company. These 12 qualities make up the core of each individual's value system. The circles are interconnecting characteristics of those who come together as one unified team to serve the greater good. This is the corporate culture we work within. This is the foundation of not only our success, but the basis for what it takes you the individual and the organization to become significant!



# Circles of Significance

Significant

*HG Wells: “Wealth, notoriety, place and power are no measure of success whatever. The only true measure of success is the ratio between what we might have done and what we might have been on one hand, and the thing we may have made and the thing we have made of ourselves on the other.”*

Success

# **Circles of Significance**

**Significant**

**Find Your Greatness and Share It!**

**Daring to discover your best! AND, as a leader, helping others become their best!**

**Success**





# Circles of Significance

Significant

**Find Your Greatness and Share It!**

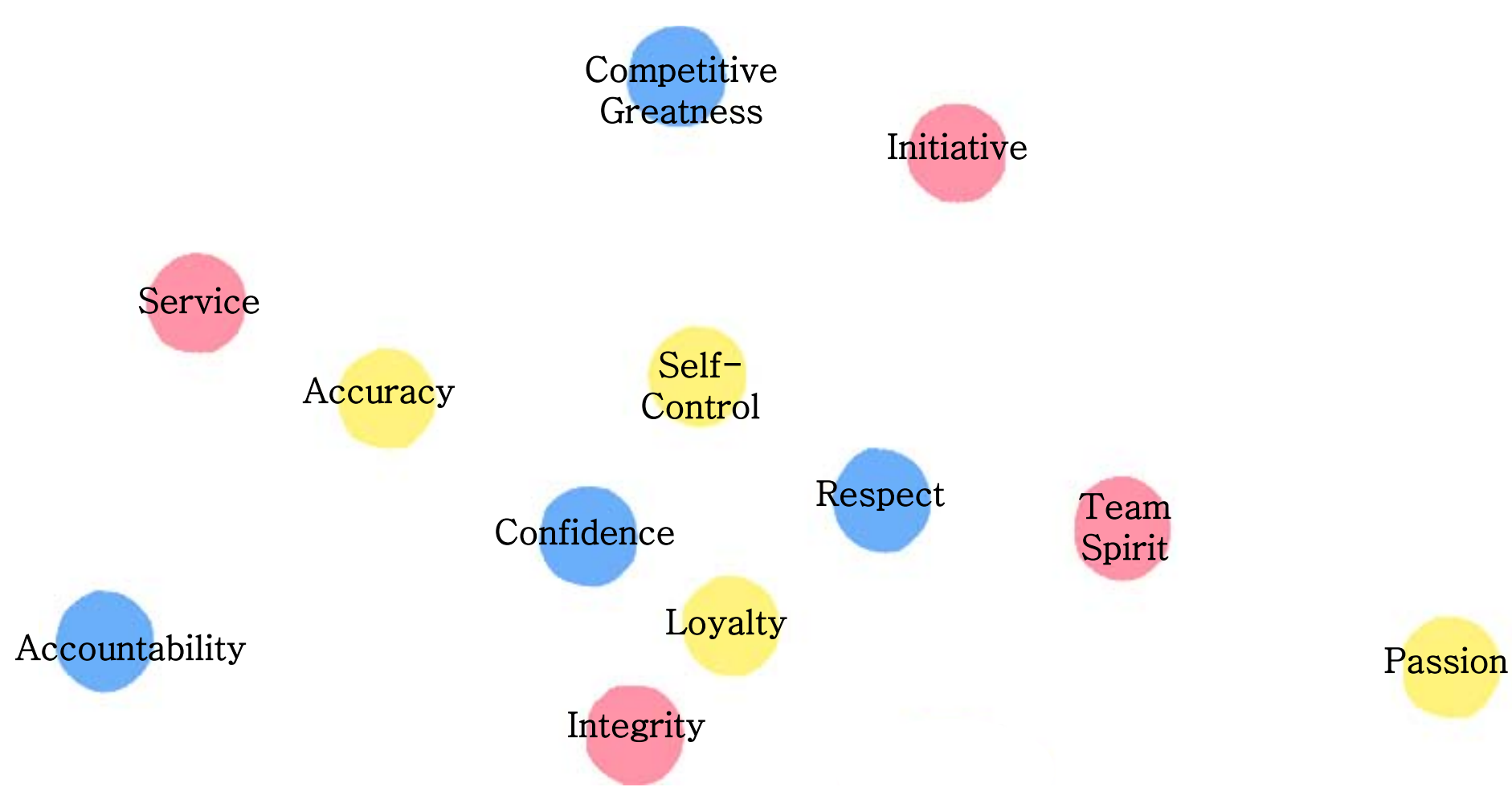
*William Danforth: “Our most valuable possessions are those which when shared, multiply; our least valuable possessions are those which, when divided, are diminished.”*

Success









Accountability    Service    Accuracy  
 Confidence    Integrity    Loyalty    Respect  
 Self-Control    Competitive Greatness  
 Initiative    Team Spirit    Passion

# Circles of Significance

- **Accountability:**

Though a fun, creative, energetic industry and work environment, we remain professional and accountable for all of our actions and our work at all times.

“Your actions speak so loudly that no one can hear what you say”. Most people view the world through a window ... we are constantly looking in the mirror to see what can we the individuals can do to better ourselves and in turn better the organization.

You can't talk your way out of a situation you behaved your way into ... behave yourself out of it!

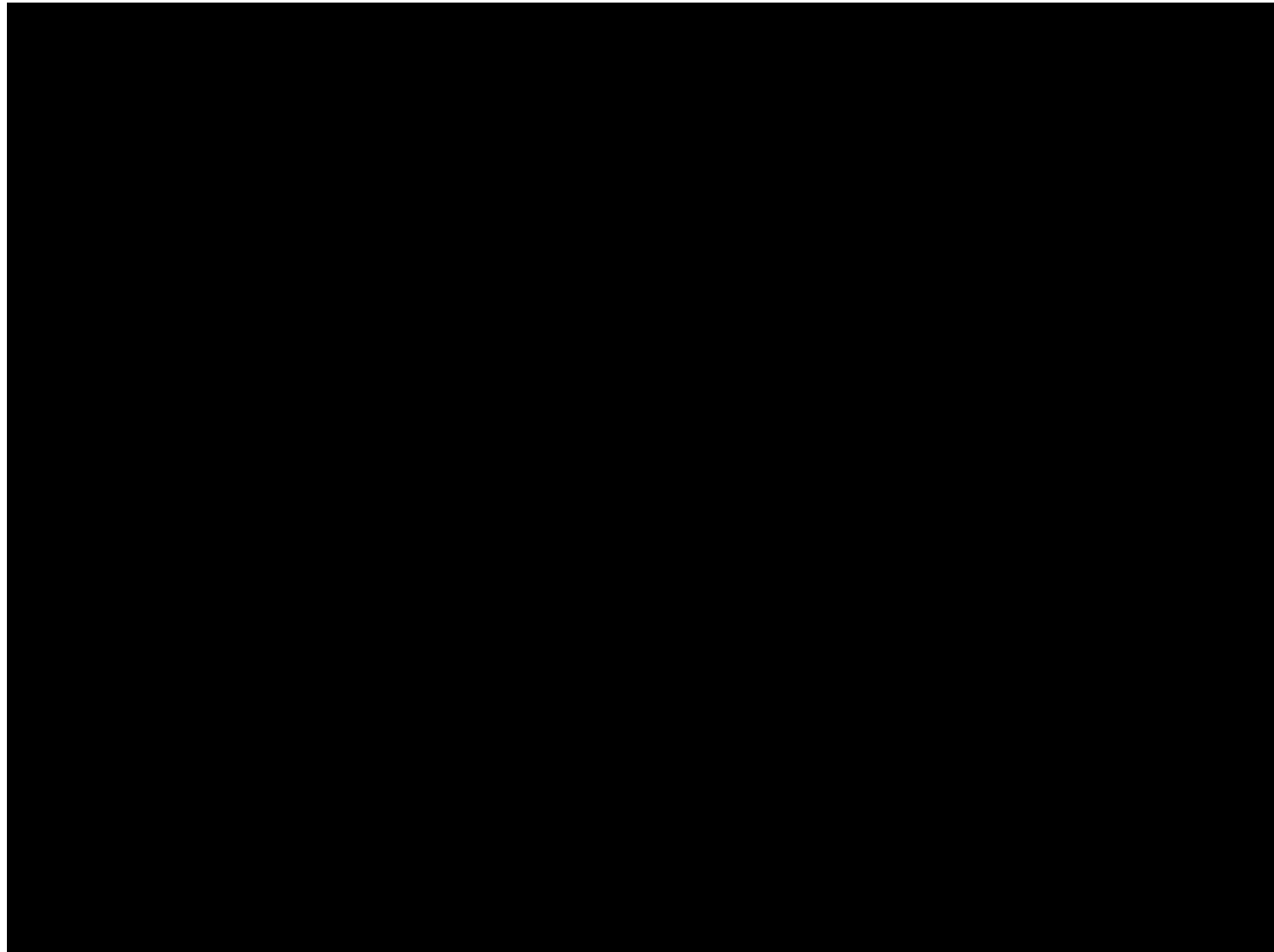


# Circles of Significance

- **Accuracy:**

It is each employee's responsibility to professionally and properly research all information that is distributed or advertised to any of the organization's publics; including board of directors, sponsors and the general public. All writing and reporting is expected to be 100% accurate.

It is vital to take full responsibility for all data and results.



# Circles of Significance

- **Service:**

The Principle of Contribution (From Stephen Covey's The Speed of Trust):

*It is the intent to create value instead of destroy it, to give back instead of take...*

Work for the greater good ... work for that one memory of a lifetime for a guest of the event.

We are turning the paradigm of leadership upside down.

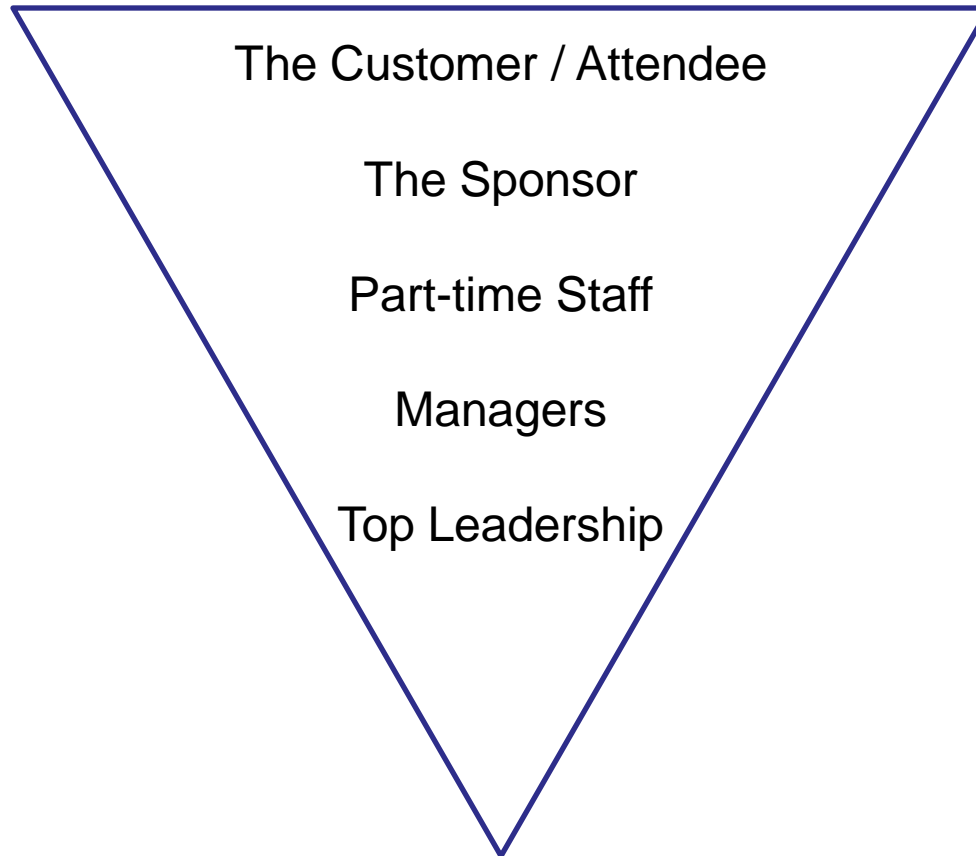
The top leaders are at the bottom of the triangle and the event attendee is at the top.





# Circles of Significance

- **Servant Leadership ...**



# Circles of Significance

- **Self-Control:**

We do not bring personal problems to work and we leave our emotions outside of the office. Great people show greatness in their strength and discipline to control their emotions.

All disagreements are settled in a private setting. It is never appropriate to lash out at another employee verbally, in writing or electronically.

A humble, service oriented employee is needed. A humble person is more concerned about what is right than about being right, about acting on good ideas than having the ideas, about embracing new truth than defending an outdated position, about building the team than exalting self and about recognizing contribution than being recognized for making it.

There is no room for ego.



# Circles of Significance

- **Integrity:**

Rules do not take the place of character. Integrity is more than rules-based legislation or the staff handbook. It is about congruence, not compliance. To most, integrity means honesty. An employee has integrity when there is no gap between intent and behavior. This congruence will ultimately create credibility and trust.

Integrity also includes the courage to do the right thing even when it is hard to do so.

# Circles of Significance

- **Loyalty:**

Loyalty to and from those you work with is an absolute for success (and significance). It is the cohesive force that forges individuals into a team.

Don't ever take advantage of the friendships created at work ...

Your boss and co-workers will become your friends, don't take advantage of it!

# Circles of Significance

- **Respect :**

We Live By The Golden Rule ...

We always treat others as we would want to be treated.

Even with small details such as equipment ... why would we leave something dirty, broken or out of place knowing another team member may need those same supplies on short notice and in working order. We communicate to people as we want to be communicated to ...

# Circles of Significance

- **Confidence:**

There is a thin line between confidence and arrogance.

You must believe in yourself for others to believe in you.

We draw our confidence from not only our success, but also our mistakes. The core of our confidence comes from our knowledge that we have prepared correctly.

Walking with the army and wearing a uniform does not make a man a soldier.

# Circles of Significance

- **Competitive Greatness:**

Though we work within an ego-free environment, the drive and pride to be the very best must be a part of the employees makeup!

We encourage each individual to create their own “Personal Toolbox” of resources to turn to in tough times. Tough times never last, tough people do!

It is Friday, it is 102-degrees, you have not slept since Wednesday, not eaten since Thursday and you are emotionally and physically broken down. You are tired, upset and over-whelmed. Yet, you are expected to live by the code ... what is in your personal toolbox to act energetic, positive, kind and clear-minded?



# Circles of Significance

- **Initiative:**

Working for in special events is a glorious adventure. It takes great courage to work in this environment ... courage is not the absence of fear, it is the conquest of it. If we face our problems aggressively they are already half solved. The more you pour out, the more you find to pour.

When Henry Ford wanted to get unbreakable glass for his new automobile models he wouldn't see the experts. They knew too many reasons why it couldn't be done. "Give me ambitious young people who think nothing is impossible!"

The propelling force of any successful event professional is energy.

*"I can do great things if I try!"*





# Circles of Significance

- **Team Spirit:**

Team spirit means you are willing to sacrifice personal considerations for the welfare of all. We live by the quote, **It Is NOT About Me!**

It is not your personal money, so do not be upset when a financial decision is made contrary to your liking. It is not your company – treat the organization as if it was a family business, but do not take decisions personally. Support your co-workers in all aspects of the job, when your duties are complete, pitch in to help the team. It is not about who parks closer, who makes more money or who the boss likes more. It is not about who takes long lunch breaks or who has the best gear. It is not about what is fair, but what can you do to make the organization great.

# Circles of Significance

- **Passion:**

## **Attitude Is Everything!**

We always focus on the solution, not the challenge. We do not gossip, pout or whine. A little venting about an issue can be healthy, but we never complain. Whether we are making a \$1 million dollar presentation or painting trash cans, always be the best you can be! We do not let emotions, fatigue or stress effect how we treat each other or the public!

Put your heart into it and like what you are doing!

There is no substitute for a positive attitude, hard work and an industrious employee!





# Circles of Significance

Significant

**Find your greatness and then share it!**

*“Inner growth and broadening personality come from daring and sharing. You dare to use the talents you have. You find yourself growing stronger- physically, mentally, socially and spiritually. You multiply your daring a hundred-fold by sharing its fruits.”* William H. Danforth

Success



# Circles of Significance

**Keep my words positive;  
Words become my behavior.**

**Keep my behaviors positive;  
Behavior becomes my habit.**

**Keep my habits positive;  
Habits become my values.**

**Keep my values positive;  
Values become my destiny.**

**There is no dress rehearsal.  
This is one day in your life.**

**- Mahatma Gandhi**

**Significant**

**Success**

# Circles of Significance

Significant

**Find your greatness and then share it!**  
**Take a logo, an event, a story or a piece of local history and build your foundation for success and significance!**

Success

