How Did I End Up Here?

- Roots
- Schooling
- Big Decision
- Work History
- United Way History
“Congratulations to my dad on becoming CEO at BCBSND!”
“George Bush was right.. Even C students can become president”

Followed by:

Suggested reading....
Why "A" Students Work for "C" Students - Robert T. Kiyosaki
What is Leadership?

- Leadership is not:
  - Position on Org Chart
  - Title, Power or Pay
  - Personal Attributes
  - Management
What is Leadership?

“A process of social influence which maximizes the efforts of others towards the achievement of a goal”

Kevin Kruse, Forbes 4/9/2013
Influence is Difficult Without Trust
Three Leadership Applications

• Application in both workplace and community involvement
  • Leading Strategy
  • Leading Business/Others
  • Leading Self
Insights from 33 Years at BCBSND

• Not rocket science
• A series of experiences...
• It is a journey and a “work in progress” that never ends
The higher up you go….

The less it is about being good at tasks and the more it is about Emotional Intelligence and influencing others (knowing and leading self).
Look in the Mirror Periodically
(360 Review)
Learn Something from Every Leader
But... Be Yourself
Be Mentored and Mentor Others
Collect Experience Not Certificates or Degrees
Help people but don’t do them favors
Don’t be the smartest person in the room

IF YOU'RE THE SMARTEST PERSON IN THE ROOM, THEN YOU'RE IN THE WRONG ROOM.
Be Humble
Check your traps
Story Telling

Leaders need storytelling for:

- **Action**
- **Communicating who you are**
- **Transmitting values**
- **Fostering collaboration**
- **Taming the grapevine**
- **Sharing knowledge**
- **Leading people into future**

@UnitedWayFargo  #EmergingLeadersCassClay
Don’t Go Paperless!

Life is sweet. Make it spark.
Happy Birthday.

Way to take the lead!
Congrats on your promotion!

Stay driven.
Happy Anniversary.

Wishing you
Good Health

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There is Power in Leadership

- Professionally and within your community
- The power of giving is amazing
  - Time, Talent and Financial Resources
- Filling your bucket up while filling someone else’s bucket up
BCBSND Community Leadership Efforts
Background

• 2013/2014
• Financial Challenges
• Low Morale
• United Way Giving Down
• Volunteering Down
• Employee Turnover Increasing
• Culture
Employees told us...

• We have lost our culture
• We want to be proud of our company
• We want to belong or be a part of something
• We want to feel like family
• We want to go back to the way things were in 2009
Our Response

• Increased Employee Communications
  • Mission, Vision and Values
  • Strategy
    • Where are we at?
    • Where are we going?
    • Explaining the decisions we were making
  • Member Focus

• Began to re-set culture around those themes
• Added a Sixth Value
Enthusiasm

We enjoy our work and have fun doing it!
We Turned Our Employees Loose!
Meals on Wheels
Over 2,300 hot meals served

Adopt-A-School
Over 20 committed mentors

United Way Day of Caring
250 volunteers

Out of the Darkness Walk
Lifesaver Business Award

Collected thousands of essentials for those in need

412 employees volunteered in the community

2,700 hours of service
2017 Leader of the Year
Align with mission, vision, values and culture
Inspired By

Jones Family Story