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“Providing Strategies for Success”

Leadership **T**houghts for Prospering in the 21ST Century

by

John A. Vardallas

“Speaker/Business/Lifestyle Strategist”

Founder/CEO

The American Boomer.com

www.TheAmericanBoomer.com

About John A. Vardallas, CUDE

***Personal Mission: To Help Individuals & Organizations
Reach Their Potential***

As Founder/CEO of TheAmericanBoomer.com John Vardallas leads a Consulting/Speaking Business and Internet Enterprise that are dedicated to improving business growth, service, and enhancing the quality of work and lifestyles of leaders, their people and their organizations. He also inspires Americas Baby Boom Generation to continue to “Make a Difference”. He is a keynote speaker, seminar leader, consultant and facilitator. He has had over 30 years of professional management and leadership development experiences in the retail, healthcare, government, hospitality, education, financial services and association industries.

He is Founder of *Today's Boomer* Magazine published by TheAmericanBoomer.com

John conducts and facilitates leadership development, strategic planning, business trends, world class service, change, and workforce performance seminars for executives and volunteer leaders in profit and nonprofit organizations.

He has also been a speaker for global professional associations including American Society for Training and Development (ASTD) and the American Society of Association Executives (ASAE) and the World Council of Credit Unions. He has been on the faculty of major university and industry based leadership and management schools. He is also a featured speaker on Global Educational Conference Cruises and has appeared on Radio and Cable TV business and lifestyle programs.

He is Senior Faculty Advisor to the Southwest CUNA Management School and a contributing writer to several financial services industry and lifestyle publications.



For information about bringing John's speaking seminars and consulting services into your organization and a free

E-Catalogue of Topics and Programs contact:

DearJohn@TheAmericanBoomeR.com

769 North Star Drive (Suite 207)

Madison, Wisconsin USA 53718

Telephone: (608) 221-4621 Direct (608) 577-8707

E-mail: jvardallas@aol.com

www.TheAmericanBoomeR.com

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**This work is dedicated to all of
those Leaders
(executives & managers)
who either consciously or
unconsciously make life
challenging for the
American Worker.**

**The thoughts contained in this
work come from the heart and are
based on personal experiences
observations and feedback from
the
Global Workplace.**

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LT₁ - *On Leading Change In Your Organization*

- **See yourself as being a change agent.**
- **Provide a clear “vision.”**
- **Be dissatisfied with satisfaction.**
- **Keep up on trends and developments in your industry.**
- **Respond quickly to environmental threats and opportunities.**
- **Know the internal and external driving forces that impact your business.**
- **Understand the personal and systemic sources of resistance to change in your organization.**
- **Build commitment to change by involving and communicating to your people.**
- **Keep “stretching” the change process to avoid complacency.**
- **Make change an “accelerated evolutionary” process rather than a “sudden revolutionary” process.**
- **Allow for thoughts of the past—then create excitement for the future.**

LT² - *On Managing the Changing Workforce*

- **Demographic shifts will dramatically change and drive the makeup of America's workforce to include more women, minorities and immigrants.**
- **Learn to embrace diversity and understand the strengths of having a diverse workforce.**
- **Challenge stereotypes and avoid generalizations about people.**
- **Respect the differences and values that employees bring to the workplace and reinforce each others strengths.**
- **Understand that competence is gender/race/and minority neutral.**
- **Create policies that do not tolerate demeaning behavior by employees.**
- **Treat people as they would like to be treated.**
- **Encourage continuous diversity training and retraining at all levels of your organization.**

LT³ - *On Marketing Your Organization*

- **Remember-Everybody is a Marketer.**
- **You are the “Lead Dog” as spokesperson.**
- **Strive to create a “Life Time Client” relationship with your members and customers.**
- **Use technology to its fullest capability to market products and services to your members/customers.**
- **Inconvenience yourself for the convenience of your members and customers (extended 7x24x365 service).**
- **Create a “Toddler to Tomb” product marketing strategy for your members/customers.**
- **Invest heavily in your marketing activities. Remember, repetition is education!**
- **Learn how to segment and market to culturally diverse American consumer groups.**

LT₄ - *On Developing an Effective Team*

- **Believe in the team credo: *Together Everyone Achieves More.***
- **Create work teams where the “Task is the Boss”.**
- **Articulate the shared values and purpose of your team to everyone in the organization.**
- **Establish a team mission and goals for high output.**
- **Hold teams accountable for their performance.**
- **Celebrate victories and accomplishments.**
- **Create an organizational structure for team effectiveness and success (horizontal/mobile structure).**
- **Break down organizational “fiefdoms and silos”.**
- **Reward and recognize outstanding team performance on a regular basis.**

LT⁵ - *On Creating a Positive Workplace Culture and Inspiring, Not Motivating Employees*

- **Don't lie to or deceive your people.**
- **Celebrate accomplishments.**
- **Treat you staff like customers or members and treat your customers/members like staff.**
- **Get out of your office and out from behind your PC. Spend more time interfacing with staff, customers and members.**
- **Follow up on all feedback with employees.**
- **Revamp your policies to make sure they focus on supporting employee needs/growth.**
- **Train, and then train some more to create a "learning organization".**
- **Instill a "Purpose and Passion before Profit" business credo.**

LT **6- *On Keeping Your Edge In a Chaotic “.com/mobile” World***

- **Maintain a life-long learning philosophy.**
- **Let the world be your classroom and always be a student.**
- **Be a “scanner” of new information to keep up on trends and developments in your field.**
- **Learn to unlearn old behaviors and re-learn new ones.**
- **Keep focused on your goals.**
- **Create a “passion” for what you do and always align yourself with your passions.**
- **Develop the ability to respond to changing situations and look at problems as potential opportunities.**
- **Keep yourself visible, accessible and flexible.**
- **Be a survivor. Learn to be resilient and not be thrown back by crises, defeat or failure.**
- **And Never Let Go of Your Dreams!**

LT⁷ - *On Maintaining a Positive Balance in Your Life*

- **Learn to laugh more.**
- **Live life in a more “vertical vs horizontal” fashion & do not spread yourself out too much and focus on key priorities.**
- **Learn to take care of yourself emotionally, spiritually, socially and physically.**
- **Remember the “Greek Golden Mean”—Nothing in Excess!**
- **Personally engage in a socially responsible activity helping to improve the quality of life in your community.**
- **Keep yourself “grounded” by staying connected with family, friends or other significant people in your life.**
- **Learn to take time and truly engage in outside interests.**
- **Think of your work as a “hobby” and your hobby like work.**

LT⁸ - *On the Key Competencies for Effective Leadership*

- **Learn to be a visionary-see the possibilities and the preferred future.**
- **Maintain a curiosity of the world.**
- **Grow your people: Become a Human Horticulturalist!**
- **Build an awareness of and use technology as a tool to achieve business results.**
- **Promote and facilitate change.**
- **Develop coaching and mentoring skills.**
- **Develop an understanding of financial management practices.**
- **Maintain high ethical standards for yourself and in conducting business.**
- **Learn to build partnerships and alliances.**
- **Strive to become a servant leader to your staff, board and constituencies.**

LT⁹– *On Keys to Being an Effective Leader*

- **Love yourself/Love your people/Love your product.**
- **Always seek out challenges and new opportunities to grow your business.**
- **Encourage risk taking in yourself and others and allow people to learn from their failures.**
- **Model the behavior you expect (it's not what you say that counts, it's what you do!)**
- **Value diversity and cherish the abilities people bring to the workplace.**
- **Focus on product quality and supreme customer/member service.**
- **Spend more time in strategic and critical thinking activities i.e. analyzing the marketplace, your competition, synthesizing competitive intelligence and information.**
- **And most important—keep yourself growing, learning and have a “passion” for what you do at all times!**

LT¹⁰ - *On Your Legacy*

**How Do You Want To Be Remembered
In Your Profession By Your
Staff/Board/Peers/Members &
Customers?**

Write Your Professional Epitaph

HE/SHE WAS A . . .

More Importantly - Write Your Personal Legacy, In Other Words How Do You Want To Be Remembered By Your Family/Loved Ones and Friends?

Write Your Personal Epitaph

HE/SHE WAS A . . .

LT **11- On Your Personal Commitment**

Contract With Myself

As a result of my recent reflection and enlightenment regarding my current leadership practices, I will commit to the following action steps toward becoming a more effective leader.

I will stop doing the following:

1.

2.

3.

I will start doing the following:

1.

2.

3.

Signature _____

Signed this day of _____

Note: This contract is binding and should foster a personal commitment to change.

**And in closing,
Remember ...**

**“Life is a gift ... That’s why we call
today the Present.”**

**Start enjoying your gift today by living
and leading your life to the fullest and
helping to bring out the
best success in others!**



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