



# The Catalyst of Leadership!

Leading with  
Positive Projection





**FOX 5**  
**KVVU-TV**  
LOCAL LAS VEGAS.



# POLL

Are you a Dog person  
or a Cat person ?



# WINNER!













**TOP 3**

# **The Catalyst of Leadership!**

Leading with Positive Projection

# 1.) UNDERSTAND THE “ST’s” IN YOUR ORGANIZATION



Who are the  
“ST’s” in your  
Organization?











## The Stinger







**The Stronger**



**The Stinger**







**The Stronger**



**The Stander**







**The Stronger**



**The Stabilizer**

**The Stinger**



**The Stander**







**The Stronger**



**The Stabilizer**

**The Stinger**



**The Stander**



Stabilizer's = Ownership



## 2.) MANAGE INDIFFERENCE



# Why do customers leave?

\* Source: Technical Assistance Research Project





# Death

# 1%





Move  
Away  
**3%**





Influence  
d by  
Friends  
**5%**





Lured Away  
By  
Competition  
**9%**





Dissatisfied  
with Product

**14%**





Die	1%
Move away	3%
Influenced	5%
Lured away	9%
Dissatisfied	14%





68% of customers leave because of an *attitude of indifference* from one employee

- It only takes one.
- What's the impact on your reputation?
- What might be the financial impact?





# 3.) BE THE LIGHT!







# Quick Recap

MAC  
MICHIGAN ASSOCIATION OF COUNTIES



**Darryl Ross** | [www.darrylrosslive.com](http://www.darrylrosslive.com)



# Quick Recap

## 1.) Understand the ST's





# Quick Recap



**1.) Understand the ST's**

**2.) Manage Indifference**



# Quick Recap



- 1.) Understand the ST's**
- 2.) Manage Indifference**
- 3.) Be the Light!**





# THANK YOU!

