















# POLL Are you a Dog person or a Cat person?

# WINER











# The Catalyst of Leadership!

Leading with Positive Projection





# 1.) UNDERSTAND THE "ST's" IN YOUR ORGANIZATION



















The Stronger









The Stronger





#### **The Stander**





The Stronger







The **Stabilizer** 

#### **The Stander**









The **Stabilizer** 



#### **The Stander**

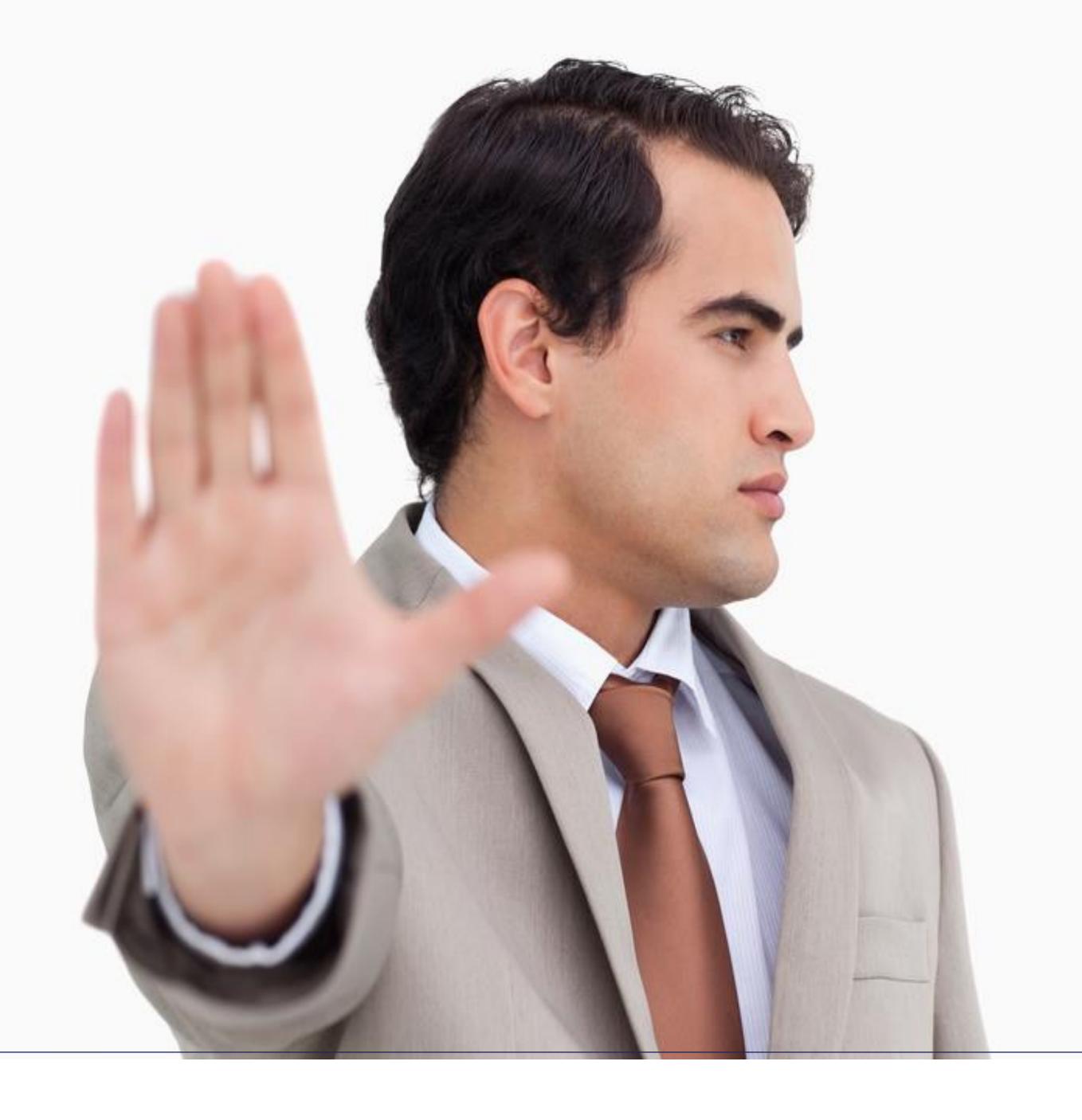




# 2.) MANAGE INDIFFERENCE

# Why do customers leave?

\* Source: Technical Assistance Research Project



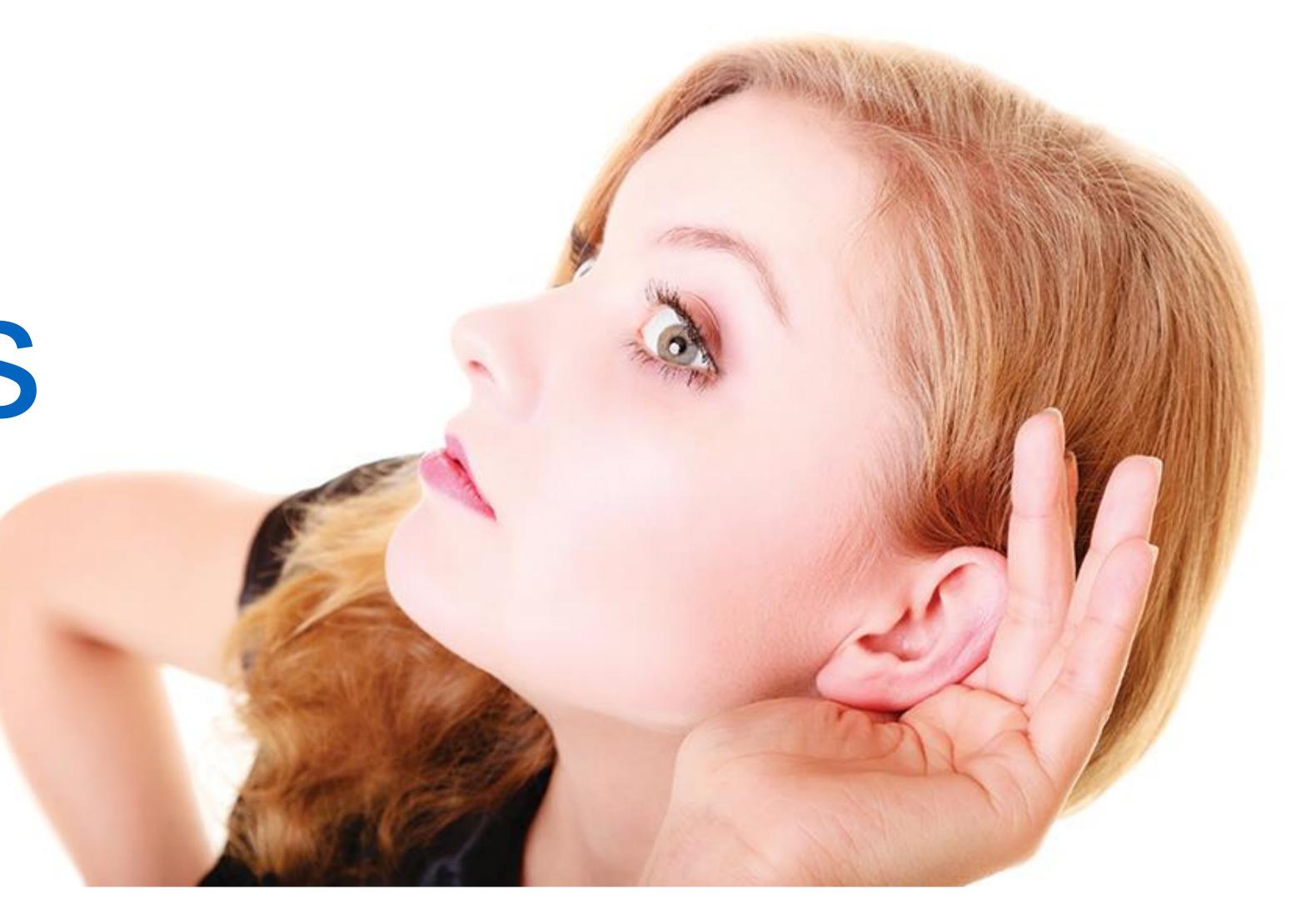
# Death





# Influence dby

Friends



# Lured Away Competition



Dissatisfied with Product



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



# 68% of customers leave because of an attitude of indifference from <u>one</u> employee

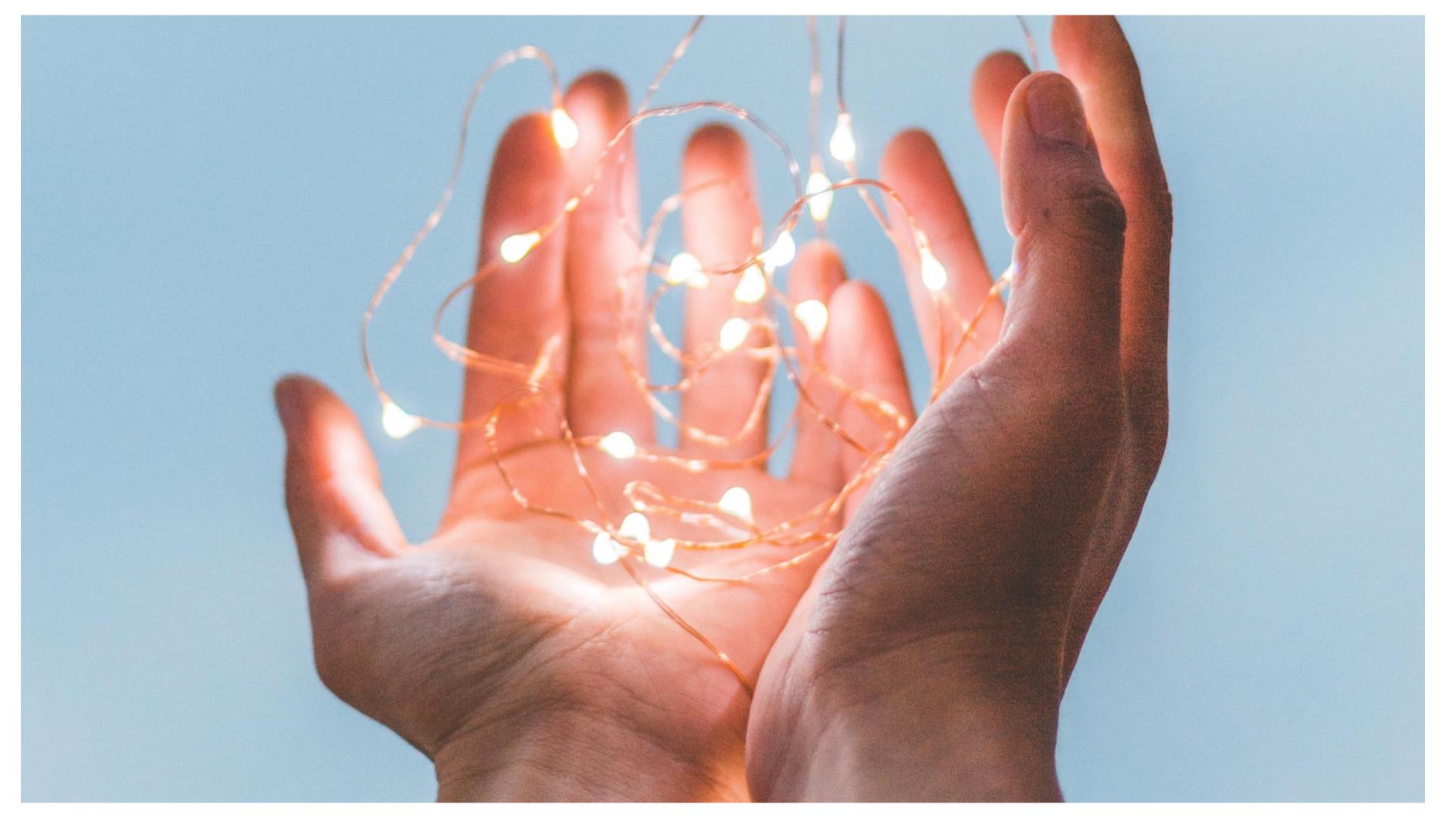
- It only takes one.
- What's the impact on your reputation?
- What might be the financial impact?





# 3.) BE THE LIGHT!















# 1.) Understand the ST's





1.) Understand the ST's

2.) Manage Indifference





1.) Understand the ST's

2.) Manage Indifference

3.) Be the Light!





# THANK YOU!

