

Leading During Uncertain Times

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Leading During Uncertain Times

When the path is unclear, and the budgets frozen or cut, how do you continue to lead your teams to greatness? Let's talk about the reality of managing teams during these challenging times, particularly in the help desk and call center environment. We'll cover a lot of ground in this one-hour discussion including where you can turn to draw on the energy and the resources you need to not only weather the storm, but survive intact with your own sanity and a clear direction for your team and your business.




Mary Kay Wegner is an experienced IT executive with over 18 years in the technical support and training industry. After working as a Regional Training Manager in the Pacific Northwest, she turned to the formal IT environment where user support management brought these experiential skills together in a powerful way. In addition to managing technical support organizations, she has contributed at the local and national levels, as VP of the Help Desk Northwest User Group; Board Member and Speaker for the Government Customer Support Conference; and as speaker and co-chair of the Help Desk Professionals Conference. Mary Kay is currently the I.T. Director for Renton Technical College, one of 34 technical and community colleges in Washington state.

THE LEADERSHIP AGENDA During Times of Uncertainty


PHYSICAL & EMOTIONAL	<ol style="list-style-type: none"> 1. Your Own Response and Ability to Respond <ul style="list-style-type: none"> ▪ Stress and Recovery: building strength in self ▪ Leading and helping others to do the same
TACTICAL	<ol style="list-style-type: none"> 2. Direction & Focus <ul style="list-style-type: none"> ▪ The importance of data-driven decision making ▪ Where and how do we stay focused
SUSTAINABLE	<ol style="list-style-type: none"> 3. Lasting Influence <ul style="list-style-type: none"> ▪ Developing a strategic-thinking mindset ▪ Perspective comes from many places ▪ Your personal Imprint

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USER-FRIENDLY
SOFTWARE
TRAINING

- Our satisfaction guaranteed training is designed to increase productivity or your next class is free!
- Sign up today for a performance-based Computer City Software Training class!
- Ask a Sales Associate for details!

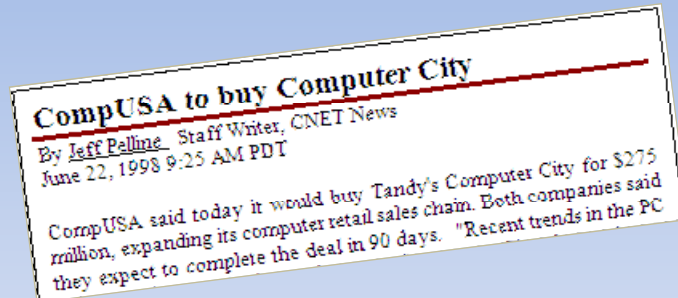


FRAME OF REFERENCE:

In May 1998, 44 Corporate Training Managers representing all of Computer City’s American and Canadian markets met in Houston, Texas for the second time in two months to review the company’s newly acquired PC distribution center; corporate training sales model; online learning suite; new concept store design; new company colors and logo; B2B partnerships and services; and the not-yet-seen television advertising campaign: “We Love To See You Smile,” with a playfully modified version of Randy Newman’s “I Love to See You Smile” playing in the background (previously featured in the movie, Parenthood).

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One month later, it is announced that Computer City has been sold to its major competitor: CompUSA



On Labor Day, the official transition occurs and the Computer City locations that will become CompUSA stores open their doors with a Labor Day Sale just one hour after terminating over 80% of the Computer City workforce locally and across the nation.

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1. YOUR OWN RESPONSE

PHYSICAL & EMOTIONAL

Put on your own oxygen mask before you help others to do the same

Stress will ALWAYS exist. In fact, in metabolic terms, the absence of stress is DEATH

The goal isn't necessarily to reduce stress, but to learn how to respond better to it and to perform well in spite of it

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THE CORPORATE ATHLETE



Dr. Jack Groppe



Dr. James Loehr

Dr. Jack Groppe and Dr. James E. Loehr, authors of “Mentally Tough” and “Stress for Success” coined this term after years working with professional athletes to help them improve their performance.

“ . . . just as world class athletes need to learn how to master their emotional responses in order to deal with stress-on-demand situations, the business professional has to do the same in the high-stress environment of Corporate America.”

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WORK HARD PLAY HARD

The Response and
Recovery Cycles
of Stress

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EMPLOYEE RESPONSE

Each call represents the employee's turn at bat; their opportunity to perform. How does their physical and emotional environment affect their ability to perform at a high level every time?



2. DIRECTION and FOCUS


TACTICAL

- Why is data-driven decision making so important?
- How and where do we focus?

TACTICAL

DATA-DRIVEN DECISION MAKING

- Quantify Where You Can
- Know Your Numbers
- It's not enough to share your numbers; you must interpret your findings, trends and priorities




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TACTICAL

KEEPING THE FOCUS

- What has really changed?
- How do we get there?
- Operational versus strategic?



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3. SUSTAINABILITY: Leadership for the Long Term

- Developing a Strategic-Thinking Mindset
- Perspective Comes From Many Places
- Your Personal Imprint



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Strategic Thinking Warm-up:

SUSTAINABLE

Name the significant innovations, in the order they occurred, in the telecomm industry in the last fifteen years

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Perspective Comes From Many Sources

YOUR EMPLOYEES



The answers lie within: just ask!

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Perspective Comes From Many Sources

YOUR CUSTOMERS

@ BrainReserve
Dec 4, 2008

www.faihtpopcorn.com



1. **RECLAIM:** Reframing our power relationship with Companies, driven by Icon Toppling -- A new socioquake transforms mainstream America and the world as the pillars of society are questioned and rejected.
2. **RETRENCH:** Hunkering down and praying for survival. Driven by cocooning, (which is the act of) retreating to home to protect oneself from the harsh, unpredictable realities of the outside world. We'll see that cuddles trump coupons: a premium based on brands that demonstrate "empathy"; and an understanding of the consumer plight ... the strategy is simple -- be with them when they're down; they'll remember you when they're up.
3. **RESET:** Voluntary cutback to find a new equilibrium. Driven by Cashing Out: Questioning personal/career satisfaction and goals, people opt for simpler living. It means: We're Scrooged: If you're looking for immediate proof, watch Christmas '08 sales ... Retailers can ignite a consumption spark via discounting, but will the operation survive at zero margin contribution? How many will resist the temptations of store visits and turn to online shopping? Will they ever come back?
4. **REINVENT:** A rediscovery and reaffirmation of American ingenuity. Driven by Fantasy Adventure, the modern age whets our appetite for roads untaken. A shadow economy will emerge; driven by a culture of haggling, swapping, bartering, hacking, and re-using. It all hearkens back to a time where a direct Citizen to Citizen relationship drove the economy, rather than being disintermediated by channel and manufacturing.

Source: <http://www.brandeo.com/node/1147>

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Perspective Comes From Many Sources

**FRIENDS,
MENTORS
& TRUSTED
COLLEAGUES**



Actively cultivating a mentor, colleague and other people you trust will build your confidence, while challenging you in a safe environment to new ways of thinking.

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Perspective Comes From Many Sources

**INDUSTRY
LEADERS**



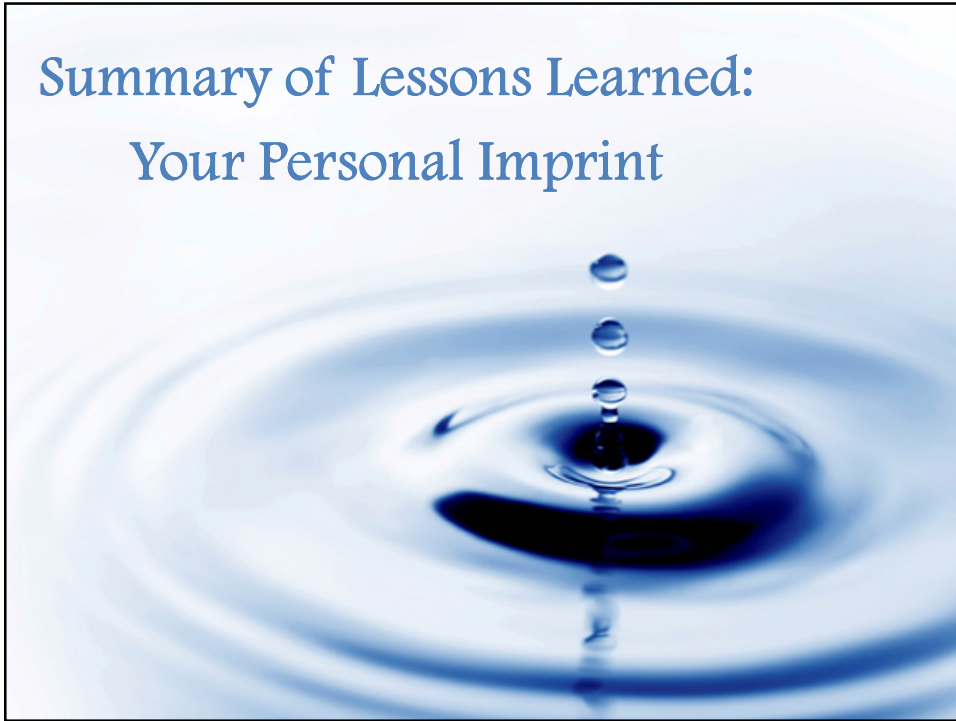
Steve Ballmer, CEO
Microsoft Corporation

“The top driver in productivity gains in the last 15-20 years has been in the investment in I.T. Will innovation slow down during this recession? Fundamentally, NO. There may be less total money but there won't be less innovation.”

Public Sector CIO Summit March 4, 2009

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Summary of Lessons Learned: Your Personal Imprint



RESOURCES

Stress for Success – Dr. James Leohr **ISBN-13: 978-0812930092**

Managing Your Mind and Mood through Food - Judith Wurtman
ISBN-13: 978-0060971380

Learn to Relax: Proven Techniques for Reducing Stress, Tension, and
Anxiety—and Promoting Peak Performance - C. Eugene Walker, PhD
ISBN-13: 978-0471377764

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