

Jumping The Curve: 5 Principles of Extraordinary Performance

Presented to: CSSP



**Presented by: Hugh Blane
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YOU ARE...

**COMMITTED and PASSIONATE
professionals who strive to
create customer service
excellence.**



**Nothing extraordinary
happens until someone
grows dissatisfied
with the ordinary**



WHAT'S AT STAKE?

60%

**Discretionary
Performance**

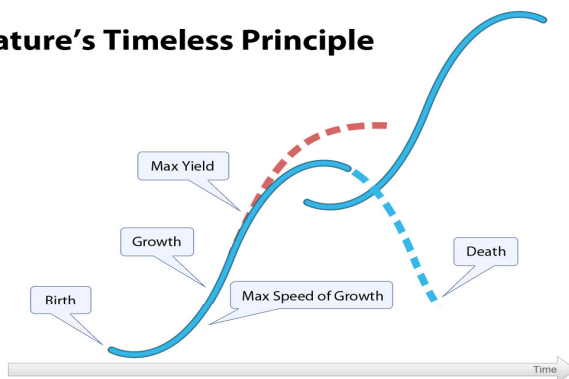
44%



**The urgent will
ALWAYS push aside
the important**



Nature's Timeless Principle



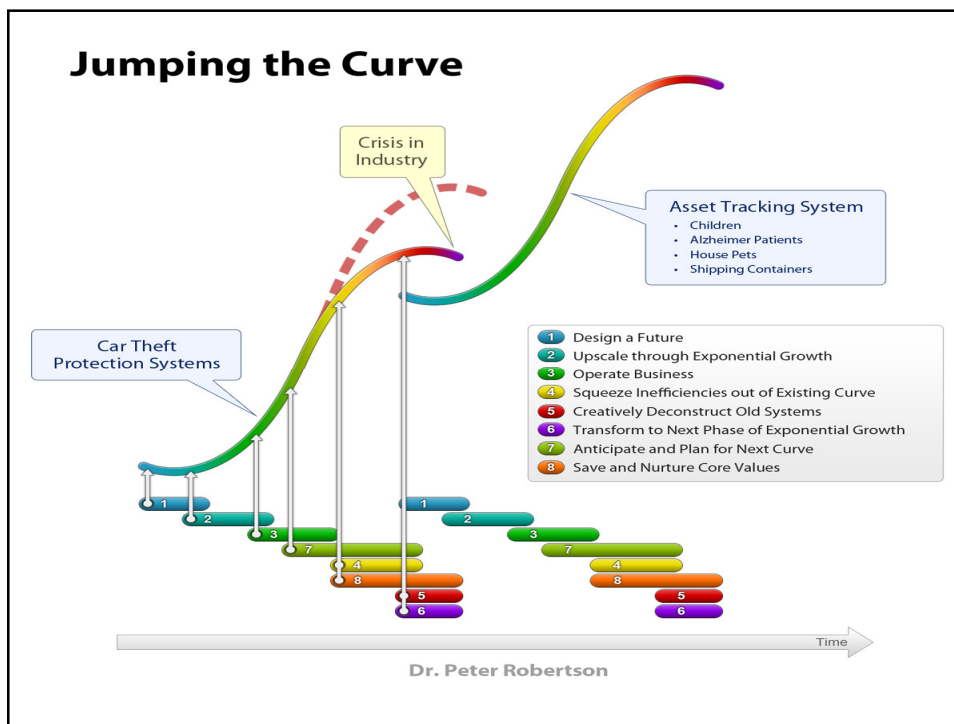
Growth follows a predictable pattern:

Exploration ▶ Execution ▶ Extinction
Acceleration ▶ Stabilization ▶ Deceleration

Creating sustainable growth means:

Delay extinction: stretch the curve
Avoid extinction: change the curve





**“Only the mediocre are
always at their best”**
Jean Giraudoux



Achieving the extraordinary requires you to...

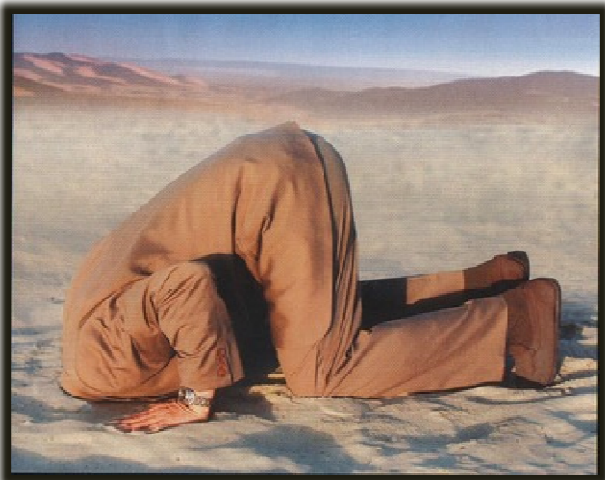


**View creating
something
extraordinary
from a new
perspective**




a case of...

“HeadinSanditis”



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“HeadinSanditis”



**“Not everything that is
faced can be changed.
But nothing can be
changed until it is faced”**

James Baldwin

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5 Principles for achieving the extraordinary



Principle # 1

Think Bigger
You're going to need a
bigger YES!





**“We’re going to
need a bigger
boat!”**



**“We’re going to
need a bigger
yes!”**



Fall in love with an idea, a hope, an aspiration



Swim 2.4 miles, bike 112, & run 26.2...with your son



1051 Races Through June 2011



Jens Voigt
Age 39



"SOME PEOPLE AREN'T USED
TO AN ENVIRONMENT WHERE
EXCELLENCE IS EXPECTED."



- STEVE JOBS, APPLE
CEO



**Since being diagnosed with cancer
eight years ago, Steve Jobs was the
creative force behind the Macbook,
the iPod touch, Apple TV, the
iPhone, the Macbook Pro,
and the iPad.**



\$78 Billion



**Adversity doesn't
build character,
it reveals it.**



**"The only place where
your dream becomes
impossible is in
your own thinking."
Robert Shuller**



Johnsonville's Big Yes

“We here at Johnsonville have a moral responsibility to be the best sausage company **ever established.”**



Johnsonville's Big Yes

“We will succeed by setting near-term objectives and long-term goals that will require **personal growth and superlative performance by each of us.”**



“Our greatest enemy now is our success. Our sales, margins, quality, and productivity far exceed anything we could have imagined in 1980.”

Ralph Slayer, Chairman & CEO, Johnsonville Foods



YOU MUST...

- 1. Determine what idea has grabbed hold of you and won't let go...**
- 2. Cultivate a belief throughout your entire department / organization that the extraordinary is not only possible, but expected**
- 3. Become immune to the word “NO”**



Principle # 2

Interrogate Reality

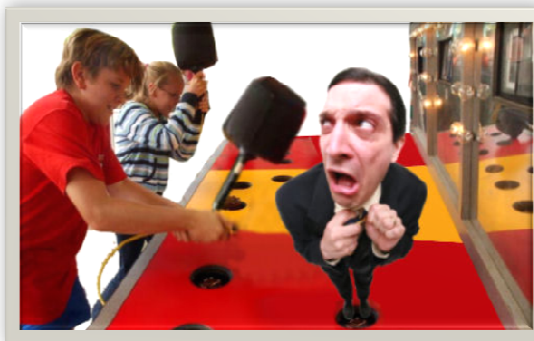
See with new eyes



How many
of you
LIKE
change?



**Does this
feel like
your life?**



**Change is certain
Growth is optional
Extraordinary is a choice**



**Growth requires seeing
and thinking about the
the world in which we live
and work in new ways.**





**An instant change in
perception opens up
a whole new set of
possibilities.**



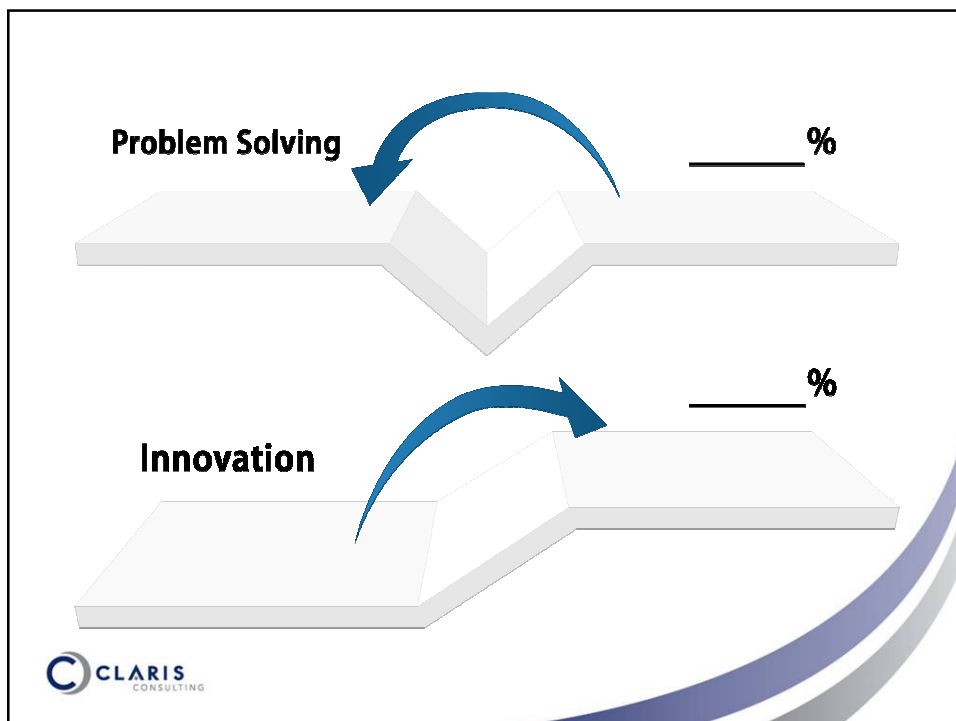
YOU MUST...

- 1. See change as an opportunity for growth**
- 2. Actively look for new perspectives that are NOT similar to your own**
- 3. Continuously question your assumptions**

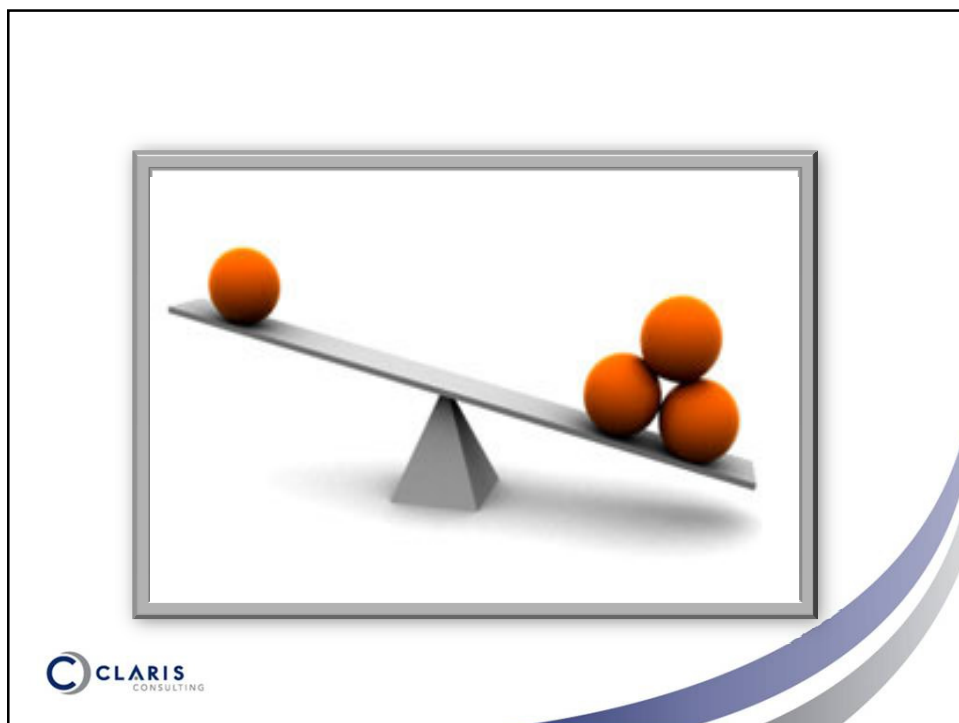


Principle # 3

Leverage Strengths Forget shortcomings







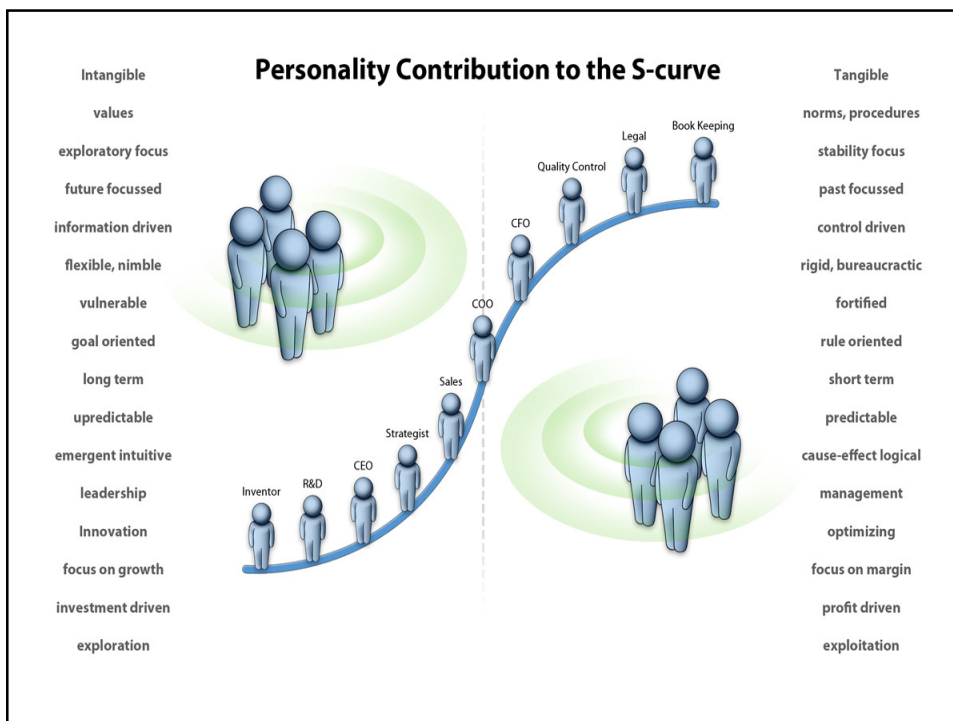
August 1960



December 1970



The Right People In the Right Seats On the Right Bus Going in the Right Direction



Case Study: Pepperdine

**37.5% Skill
Utilization**



VERSUS



**60% Skill
Utilization**



YOU MUST...

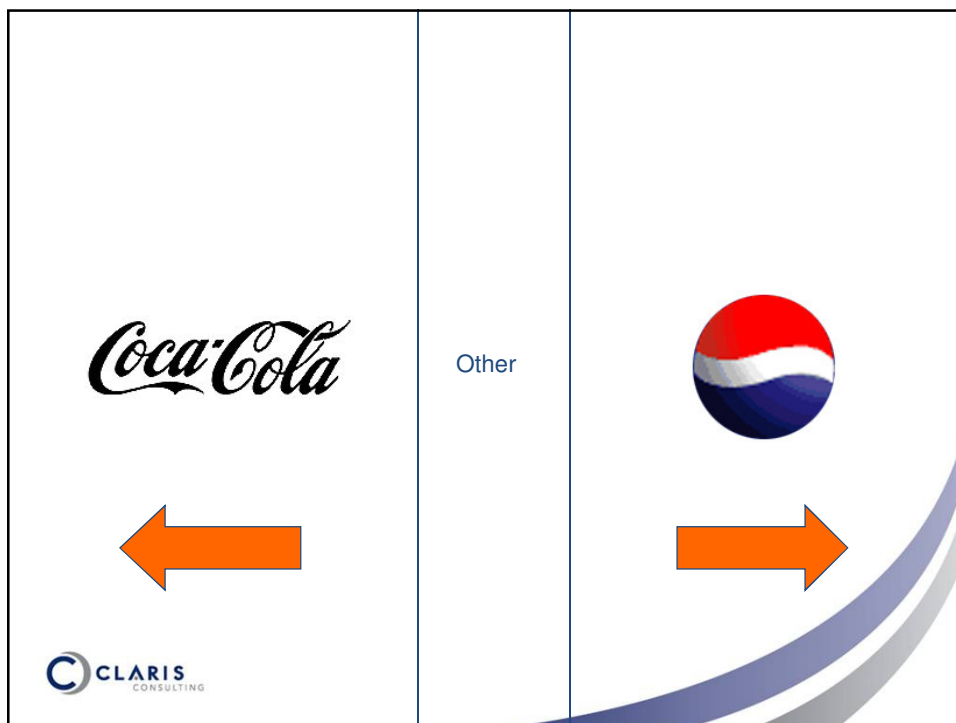
- 1. Remember the good is the enemy of the great**
- 2. Play to your strengths**
- 3. Commit to rejecting competence and embracing, cultivating and evangelizing extraordinary performance**

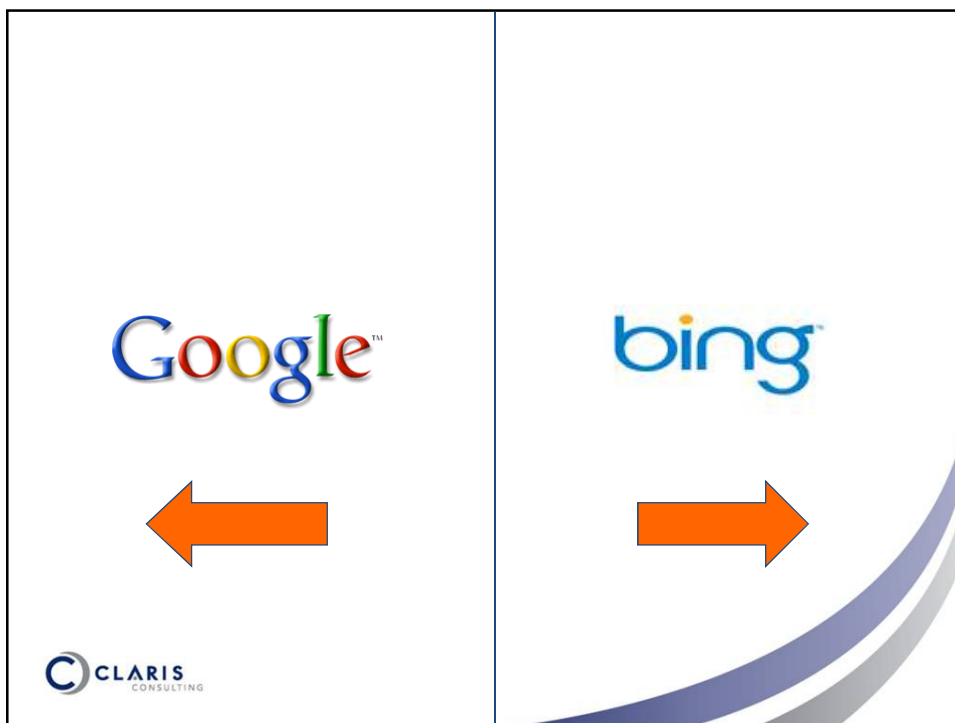
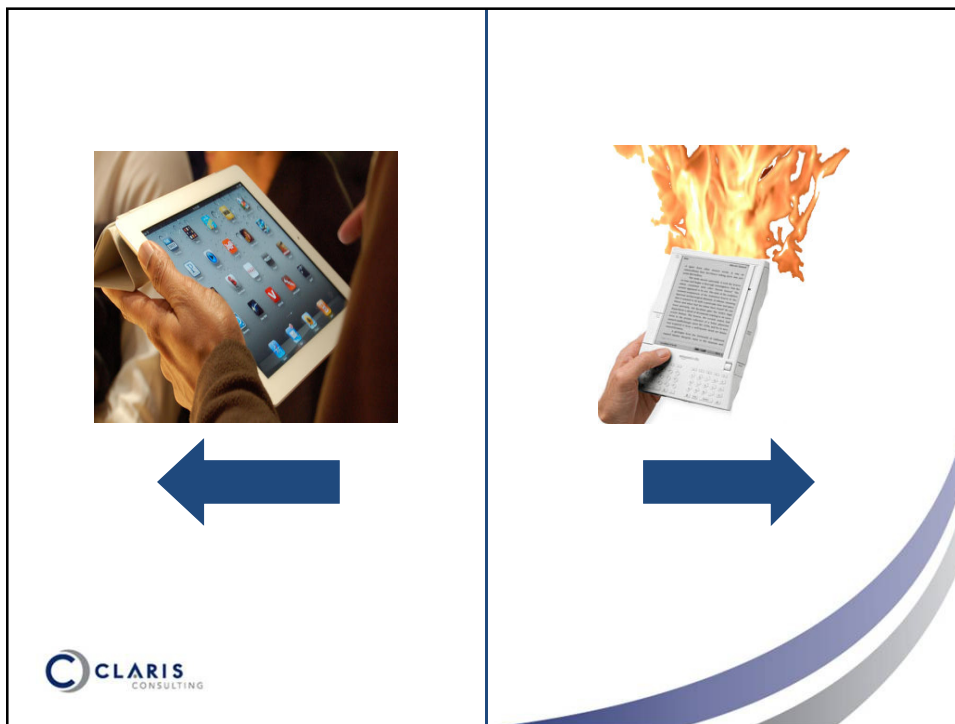


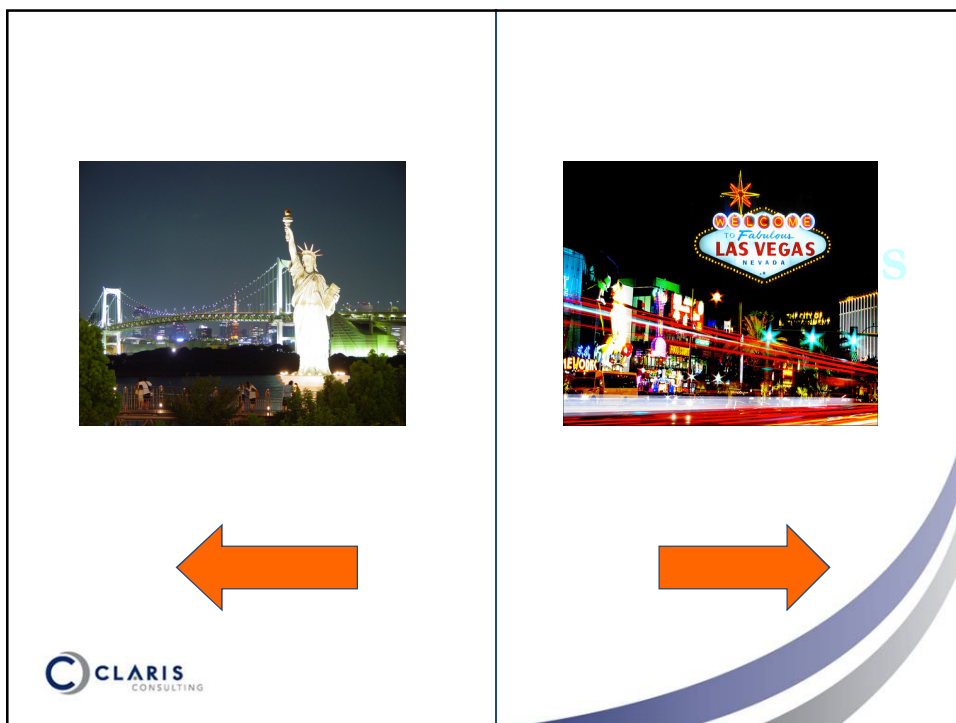
Principle # 4

Show Up

You have to be distinct









“What we sell is the ability for a 43-year-old accountant to dress in black leather, ride through small towns and have people be afraid of him.”

Harley exec, quoted in Results-based Leadership 

What are you selling?



MY BELIEF...

***EVERY* person
in this room
has a brand.**



MY BELIEF CONTINUED...

**Your brand either
helps or *hurts*
organizational
performance**



INFLUENCE: THE DEFINITION

**“The ability to *SHAPE*
with full *INTEGRITY*, the
thoughts, feelings,
beliefs or actions of
another.”**



LEADERSHIP BRANDING 101



**People “buy” (ideas,
products and services)
from people they like,
trust, and who make
their lives easier.**



**Successful brand
building is no
longer just about
the organizations
brand.**



**It's about *your* personal
brand and how you use
your own *distinction* to
deliver the brand promise
of XYZ corporation.**



**HOW ARE *YOU*
SEEN AT WORK?**





**NANCY MANTILLA BARAJAS
PRADA RIVIERA SERRANO**

“I don’t arrange flowers. I create art!”

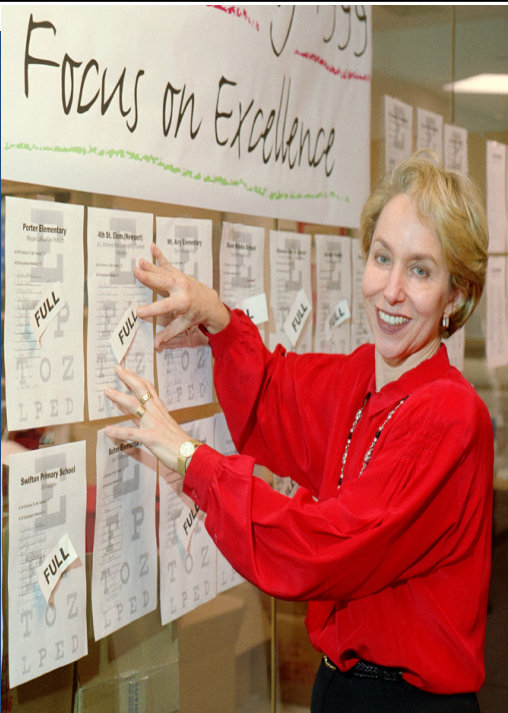
**“The first thing I do is interview my client.
Then I decide to take them on.”**

**“A person who does not have passion is
dead and so is their work.”**


What words would you use to describe Nancy Serrano?

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CASE: Susan Nobler: “We (Lenscrafters) will be the best at helping the world to see by giving the gift of sight to those who have the least and need us the most.”


A photograph of Susan Nobler, a woman with short blonde hair wearing a red long-sleeved shirt, smiling and pointing at a large board. The board has the handwritten title "Focus on Excellence" at the top. Below the title, there are several columns of documents or charts. Some of these documents have a yellow sticker with the word "FULL" written on them. The board also contains various letters and numbers, possibly representing data or a checklist.

**What words would you
use to describe
san Nobler?**



**Be Distinct
OR
Be Extinct!**

Tom Peters



DEFAULT BRAND



**What four words
best describe
you at work?**



Four Word Descriptors

1

Demanding

2

Aggressive

3

Argumentative

4

Opinionated



**Ask someone you know and /
or trust to give you *four words*
or *phrases* that summarizes
your leadership brand (i.e.
your reputation-what you
stand for and what you are
known for.)**



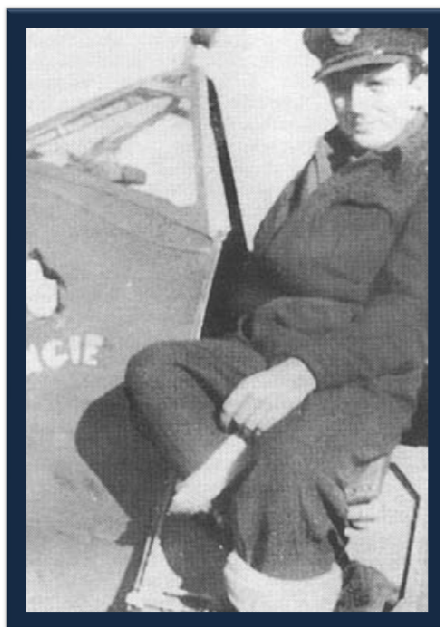
**Be Distinct
OR
Be Extinct!**
Tom Peters



**DESIRED
BRAND**



**What four words do you want
employees/senior executives
using when describing you?
What four words leaves
them saying “**WOW**, working
with you is **great!?**”**



LIFE'S 3 MOST IMPORTANT QUESTIONS

1. Who are **you**?
2. What is **your purpose** for being on the planet?
3. What are you doing on a **daily basis** to create # 2?



WORK'S 3 MOST IMPORTANT QUESTIONS

1. Who **am I** at work? What words do I want people to use when describing me?
(Visionary, Passionate, etc.)
2. What's **my purpose** for being here at **ABC Corporation**? Consider the words used in #1)
3. What am I doing on a **daily basis** to create # 2?



**To understand the heart
and mind of a person look
not at what (s)he has
already achieved, but at
what (s)he aspires to.**



**DESIGNED
BRAND**



What one, two, or three behaviors can you adopt that will communicate a commitment to your Desired Brand?



Draft your brand promise, *what you want to be known for* in 55 words or less.



YOU MUST...

- 1. Wake up to how you impact others**
- 2. Have a BIGGER Desired Brand**
- 3. Care Deeply!**



Principle # 5

Live A Legacy
Good deeds versus
grand intentions

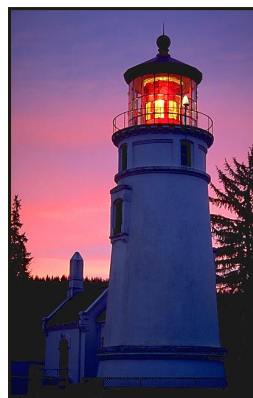


“The smallest **good deed
is of more importance to
creating the
extraordinary than the
grandest of **intentions.**”**



Shedding Light

- 1. Listen to understand**
- 2. Integrity avatar**
- 3. Gratitude & generosity**
- 4. Hope & optimism**
- 5. Tell the truth**



YOU MUST...

- 1. Remember that your credibility is at stake**
- 2. Help employees feel confident, hopeful, and optimistic**
- 3. Make a difference or make an exit**



Accelerators.....

- 1. Create white space in your work life**
- 2. Define your bigger yes**
- 3. Find an extraordinary exemplar**
- 4. Shed LIGHT daily**
- 5. Work with a coach or mentor**



“The tragedy of life is not death, but what we allow to die inside us while we are alive”.

Norman Cousins



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Thank You!

Hugh Blane

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