

# “Leadership in the Modern World of Noise”



## Portage County Safety Council Luncheon

May 8, 2025



# Matt French

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- Born and raised in Wooster, OH – Live in Aurora
- Parents married for 60+ years and now live in Florida
  - Dad – Policeman: Early years in the Air Force
  - Mom – Legal Department Administrative Assistant
- Been married for 25 plus years – 2<sup>nd</sup> Marriage
- Raised five (5) girls – have three (3) granddaughters
- Undergrade degree in Physics – Heidelberg College
- Master Business Administration (MBA) – Kent State University
- Over 35 years worked for large global organizations
- Travelled to over 45 states and 65 countries
- Love the Cleveland sports teams – Live and die
- Competition is Everything – Get into the action and get dirty
- I hate to lose, but do not mind getting beat – Learn & Improve
- An ordinary guy – Nothing special – Do like to have fun

girl  
DAD



# My Personal Philosophy

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I am Responsible for My Own Actions

My Actions have Consequences – Both Good and Bad

High Ground is Better than the Low Ground

Whether I Like it or Not, I am Always being Judged

My Word is My Bound

Perseverance Wins the Day

Loyalty Matters

“We” is a Much More Powerful Word than “I”

Difference Between Inconveniences and Problems

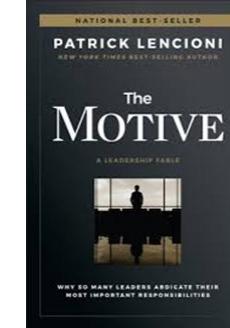
***If Time, Money, and / or Effort can fix it, its an Inconvenience.***

***If Time, Money and / or Effort can't fix it, its a Problem.***

# Basics of Modern Leadership

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- Leadership today is the same as it was 1,000 years ago. However, today there is a lot more **noise** that will try to drown it out.
  - Important to know the following –
    - Leadership vs Management
    - Everyone is in the Same Business
  - “We” is more powerful than “I”
    - We is for praise and sharing success
    - I is for taking responsible for results – especially bad
    - Leadership is a responsible, not a privilege
  - Leadership today requires a needs to sharpen up style to the modern messaging.
    - Keep Things **Simple** – “think like a 5<sup>th</sup> grader”
    - Keep Things **Short** – “Attention spans are shorter; everyone busier”
    - Key Things **Sorted** – “bullets, not sentences”



Power of 3



# Leadership vs Management

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## Leadership - How

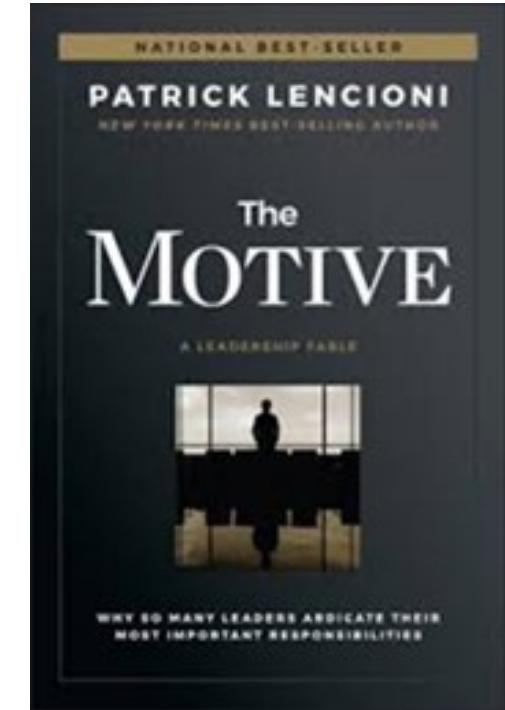
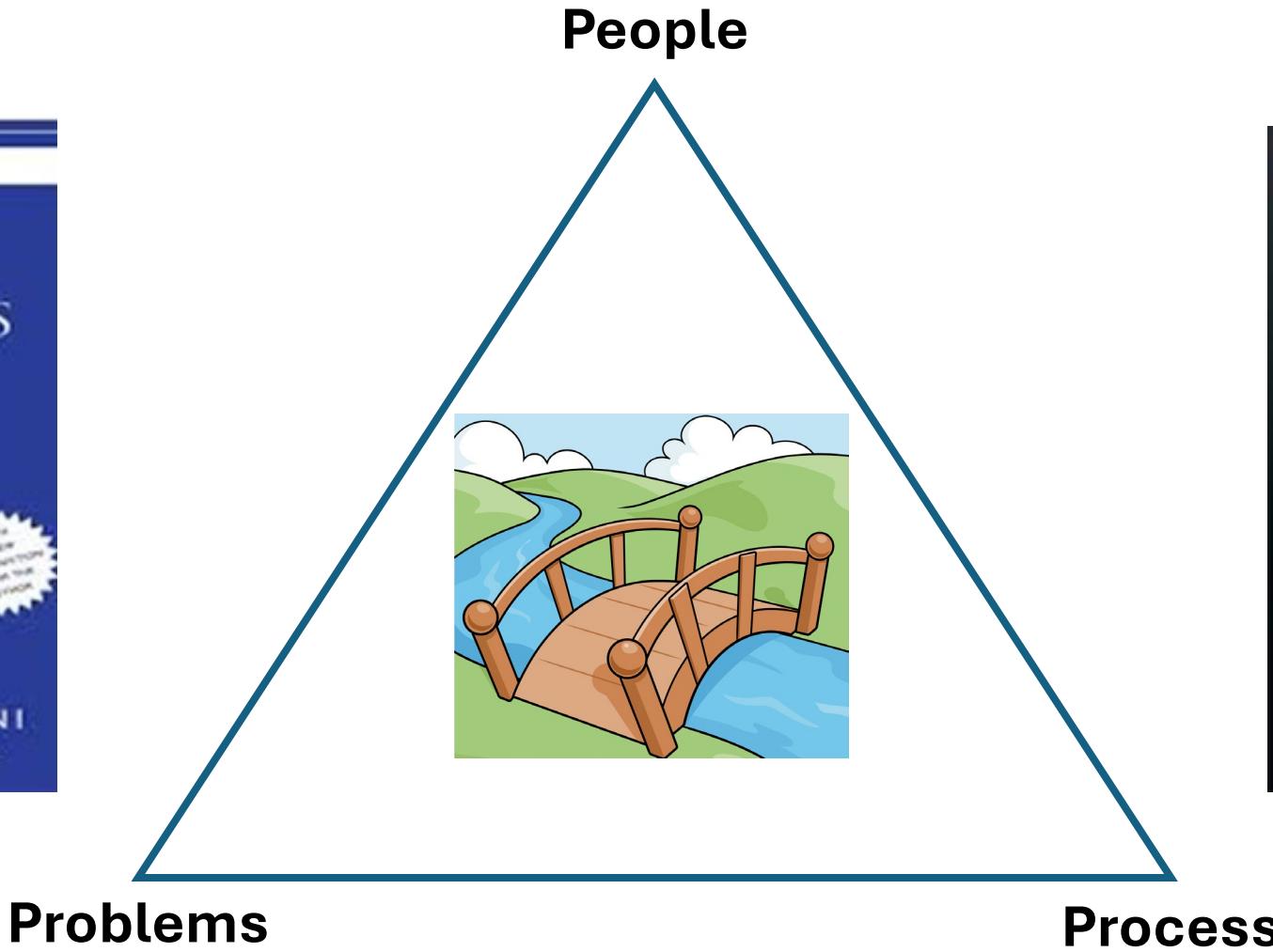
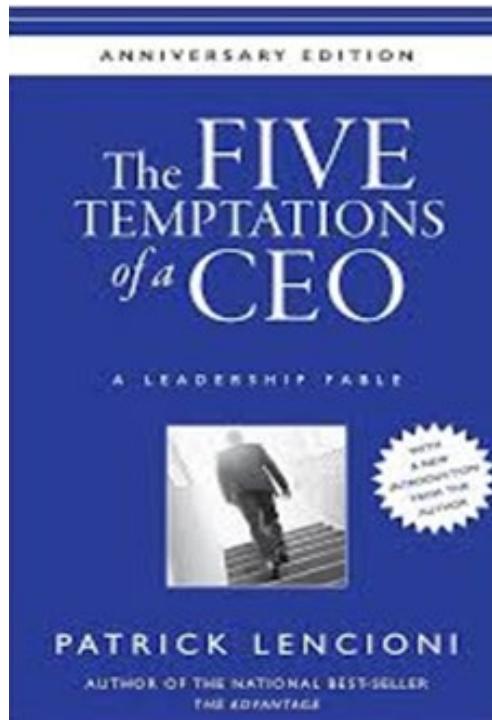
As a leader, your primary goal is to inspire and guide your team towards a shared objective while fostering a positive and productive environment. This involves clear communication, effective delegation, recognizing individual strengths, and promoting collaboration. Ultimately, the goal is to drive the success of your team and organization by setting achievable goals, making strategic decisions, and ensuring efficient execution.

## Management - What

Management goals are specific, measurable objectives designed to guide and enhance a manager's effectiveness in their role, aligning with the overall goals of the organization. These goals can be project-specific or general, and they help improve employee engagement, performance, and productivity.

# Leadership vs Management

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# Business Are the Same - Capitalism

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What is the primary purpose of a business?



Make Happy Customers



What is the primary objective of a business?



Make Profit (Cash)



What formula is utilized by all business?

$Sales (S) - Cost (C) = Profit (P)$



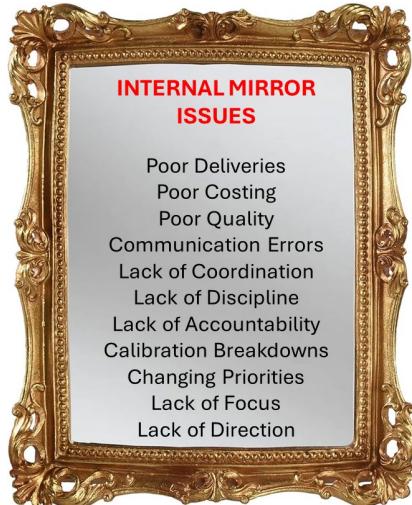
general motors



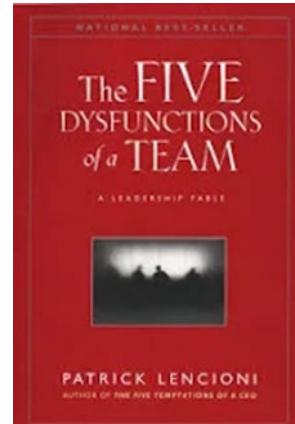
# The Leadership Formula

## Authentic / Transparency

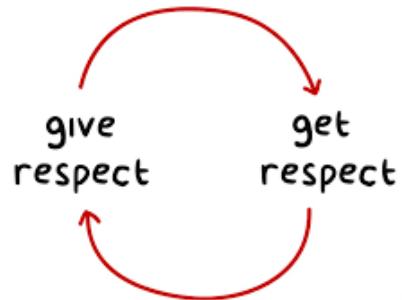
- Be Yourself / Tell your story
- Always tell the truth
- Without the truth, how can we understand and act
- Keep it simple, so simple that even I can understand it
- Stay focused on the issue(s), not blame
- Share, share, and share some more



## Authentic / Transparency



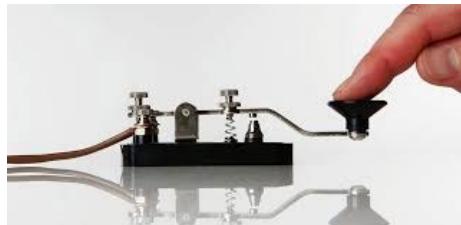
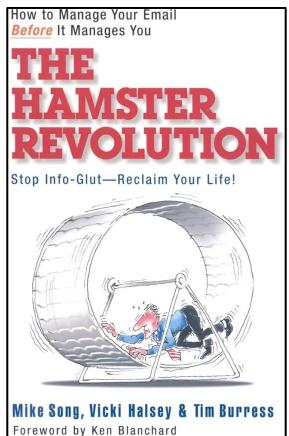
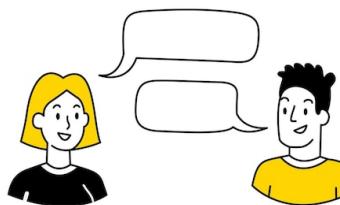
# The Leadership Formula



## Authentic / Transparency

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## Communication / Collaboration



### Communication / Collaboration

- Talk to one another
- Respect one another
- Work together
- Keep things simple
- Help each other
- Stronger together
- Accomplish more together
- Win together / Lose together
- Relationships Matter

# The Leadership Formula



## Alignment / Accountability

- Details matter
- Work hard, focused on same goals
- Do not confuse actions for results
- We are all counting on each other
- We accept responsibility for our actions
- Act like owners
- Commitments count
- Fun to win together



## Alignment / Accountability



## Communication / Collaboration

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## Authentic / Transparency



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## Communication / Collaboration

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## Alignment / Accountability

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1     $\times$     1     $\times$     0    =    0

0     $\times$     1     $\times$     1    =    0

1     $\times$     0     $\times$     1    =    0

1     $\times$     1     $\times$     1    = Win

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## Authentic / Transparency

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## Communication / Collaboration

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## Alignment / Accountability

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## Team Success



## Communication / Collaboration

- Talk to one another
- Respect one another
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# Our Values – “We the Colleagues”



- **We** Wrote It
- **We** Own It
- **We** Make the Rules
- And If **We** screw it up, its on **Us**

## People – Lot's of C and H People

- 1) Competitive Cooperative
- 2) Committed to Excellence
- 3) Compassion Support for Customers
- 4) Caring About Each Other
- 5) Humble
- 6) Hunger
- 7) Hardworking
- 8) Honest



Great Results

Transparency

Communication / Collaboration

Alignment / Accountability

**We** accept the brutal facts of our situation

**We** embrace the brutal challenge that lay ahead

**We** develop solutions to overcome our situation and challenge

**We** just get about doing our thing – accept, embrace, develop, and do

# 1989 – Superbowl XXIII



Situation – Bengals 16, 49ers 13 – 2:10 to play 1<sup>st</sup> in 10 on their own 8-yard line, 92 yards away from the winning touchdown

We have dreamed about this moment all our lives. We have prepared for this moment all your lives. Do your job – Don't worry about the guy next to you doing his. He is, make sure then you do yours.



Authentic / Transparency



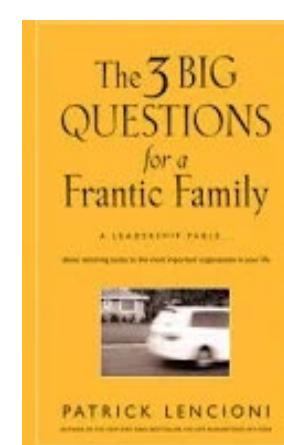
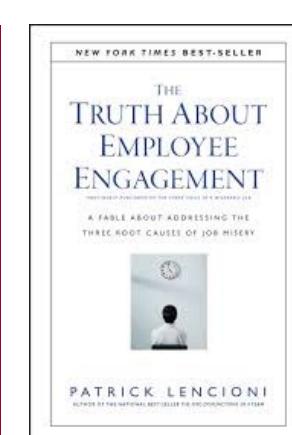
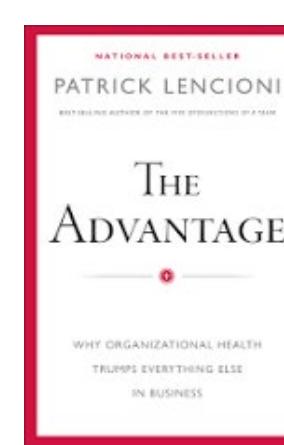
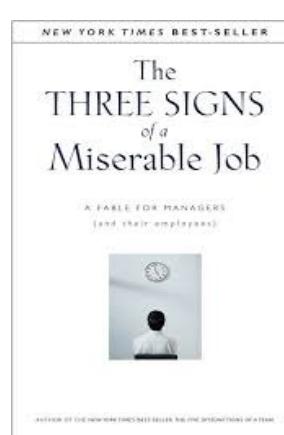
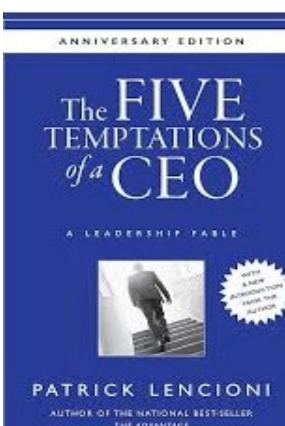
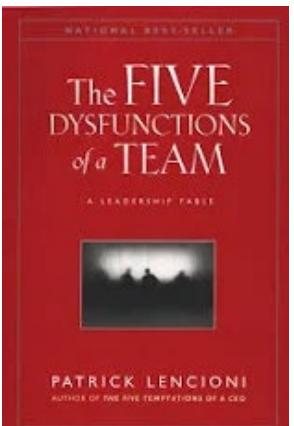
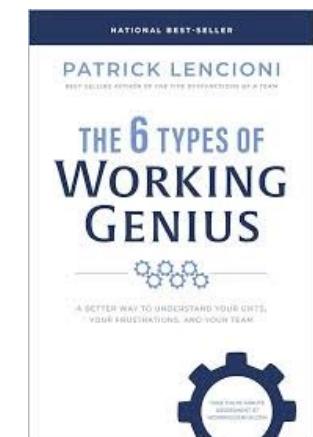
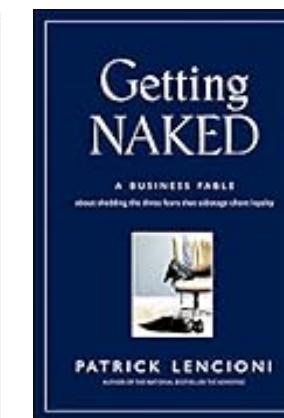
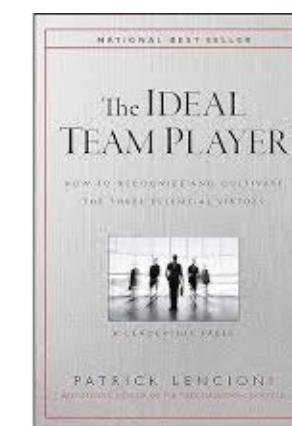
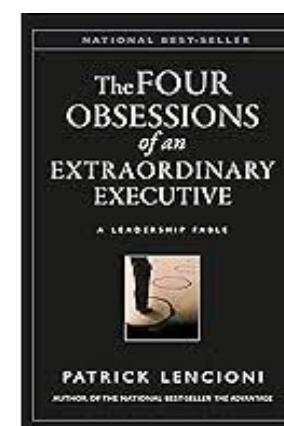
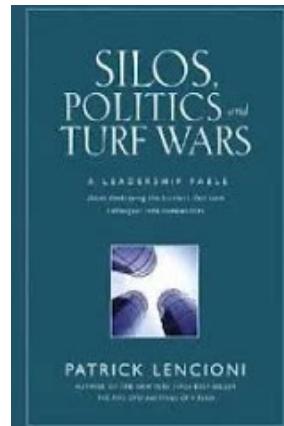
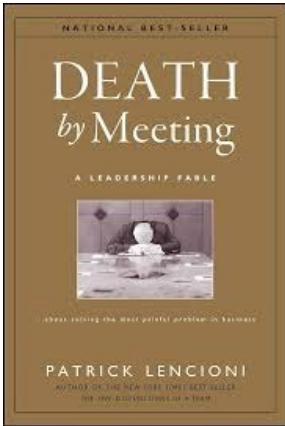
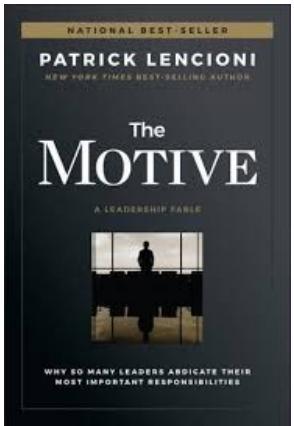
Communication / Collaboration



Alignment / Accountability

# Patrick Lencioni Books

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# Self

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- Action Item - Write Your Own Story Line

# My Personal Philosophy

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***Action Item – Write Your Own Personal Philosophy Statement***