

Seizing New Ground: Strong Growth in a Volatile and Uncertain Environment

**2014 SAME Omaha Post Industry Day
*Adapt to Thrive***

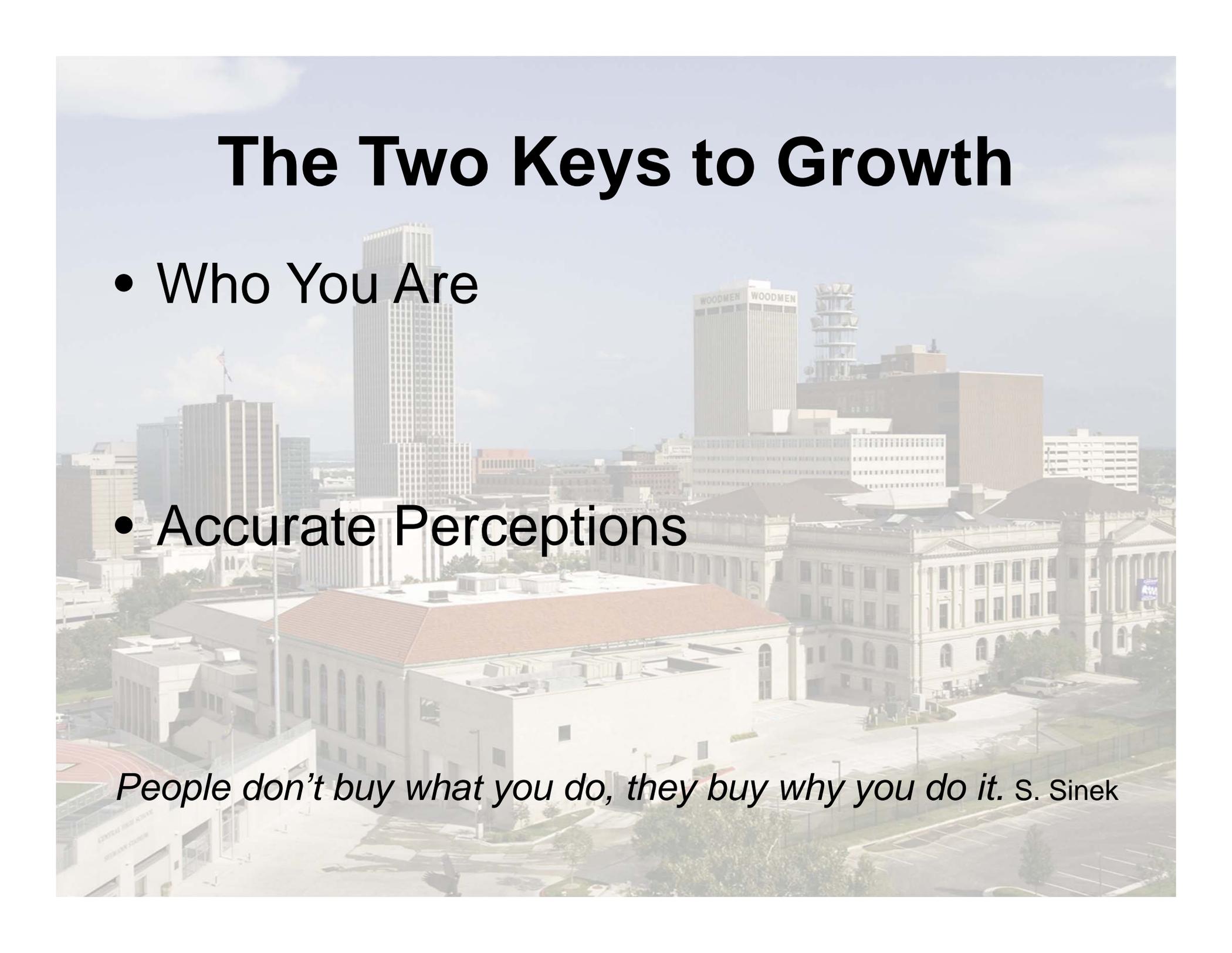
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My Promise is To Provide You

- A new set of lenses with which to view yourself and your organization in the context of adaptation
- An introduction to a set of principles and patterns to help you see clearly
- The framework for a “way ahead”
- The best resources I have found
- My best answers to your questions, now or in the future

The Two Keys to Growth



- Who You Are
- Accurate Perceptions

People don't buy what you do, they buy why you do it. S. Sinek

The Three Factors

An aerial photograph of a city skyline, likely Denver, Colorado. The image shows a mix of modern skyscrapers and older, classical-style buildings. A prominent skyscraper with a grid-like facade is on the left. In the center, a tall building has 'WOODMEN' written on its top. To the right, there's a large, multi-story building with a classical facade, possibly a government or institutional building. The sky is overcast with light clouds.

- You and your people
- Your company
- Your engagements

“Change is not only possible, it is essential for survival.” A law of nature

You and Your People

An aerial photograph of a city skyline, likely Atlanta, Georgia. The image shows a mix of modern skyscrapers and older, classical-style buildings. A prominent skyscraper with a tiered top is visible on the left. In the center, there's a tall building with 'WOODMEN' written on its facade. To the right, there's a large, multi-story classical building with many windows. The foreground shows a parking lot and some lower-level buildings. The sky is overcast.

- Trustworthy Servants
- Malleable Learners
- Great Communicators

“What got you here, won’t get you there.” M. Goldsmith

Your Company

- Leadership that gets its hands dirty
- Systems that challenge people and that reward improvement and innovation
- An attitude of never being satisfied with good enough

“Lead, follow, or get out of the way.” Thomas Paine

Your Engagements

- Understand their internal dialogue
- Lead them through the explicit and implicit costs associated with their challenges
- Understand and articulate your value

At the end of every day, I consider the outstanding risk. Proj. Mgr.

Awareness – Raising Your Antennae

- Pay close attention to small failures and keep track of them
- Don't oversimplify the analysis and explanations
- Leaders **MUST** pay attention to operations in all domains
- Plan for failure and create a strategy for bouncing back
- Rely on your experts but keep your “wisdom radar” turned on

Three types of people: those that make things happen, watch things happen, or wonder what happened. Mary Kay Ash

Four Questions

- Do you know how good you are and how you are perceived?
- Do you have adequate information to make decisions?
- Do you care?
- If you care, how hard are you willing to work to change the answers to #1 and #2?

“Long term success requires you to spend 80% of your time doing the things you would rather not do.” D. Goleman

Engage Your Stakeholders

Ask

Harden

Listen

Follow-Up

Consider

Adapt

Thank

Plan

Respond

Involve



Moore's Top Ten Resources

- The Seven Habits of Highly Effective People by Stephen Covey
- Trust Edge by Dave Horsager
- Primal Leadership by Daniel Goleman
- Great By Choice by Jim Collins
- Managing The Unexpected by Weick & Sutcliffe
- How Did That Happen by Connors & Smith
- The Five Dysfunctions of a Team by Lencioni
- SPIN Selling by Neil Rackham
- Just Listen by Mark Goulston
- Influence: The Psychology of Persuasion by Robert Cialdini

10 Pieces of Food for Thought

- Be more informed about the work to be done and understand the nature and challenges associated with the project.
- Develop an expert in the evaluation criteria and how the organization views and assesses them.
- Think about your value in terms of the life of the project.
- Consider and articulate cost avoidance.
- Tell your client exactly what you intend to do and do it – your actions must perfectly match your words.
- Share bad news quickly, expect your subs to do the same.
- Enhance your reliability and the reliability of your sub-contractors.
- Conduct frequent and targeted communication with your client.
- Create and maintain a strong Federal Program Staff.
- Small companies that don't have a budget to market have a unique challenge that can only be overcome by relationships.

Discussion

- I'll take time to talk to you any day
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Thank You SAME Omaha Post!