

Pulling Out The Stops:

5 Principles of Achieving Extraordinary Performance

For:

PEPPERDINE
UNIVERSITY

Presented by: Hugh Blane

March 27, 2012

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!”**



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

“SOME PEOPLE AREN’T USED TO
AN ENVIRONMENT WHERE
EXCELLENCE IS EXPECTED.”



– STEVE JOBS, APPLE
CEO

Since being diagnosed with cancer eight years before his death, Steve Jobs was the creative force behind the MacBook, the iPod touch, Apple TV, the iPhone, the MacBook Pro, and the iPad.

\$ 97 Billion

**You're thinking
too small about
your life!**



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 Pepperdine University?** Consider the words used in #1
3. What am I doing on a **daily basis** to create # 2?

**To pull out the stops
you need to fall in love
with an idea, a hope or
an aspiration.**

Case Study: Swedish Hospital

**55 %
Mortality
Rate**



**15%
Mortality
Rate**

“Impossible is just a big word thrown around by small men who find it easier to live in the world they've been given than to explore the power they have to change it. Impossible is not a fact. It's an opinion. Impossible is not a declaration. It's a dare. Impossible is potential. Impossible is temporary. Impossible is nothing.”

Muhammad Ali

Principle # 2

Interrogate Reality

See with new eyes

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



**Faced with the choice between
changing one's mind and
proving that there is no need to
do so, almost everyone gets
busy on the proof.**

John Kenneth Galbraith

**How many
of you
LIKE
change?**



Change is certain

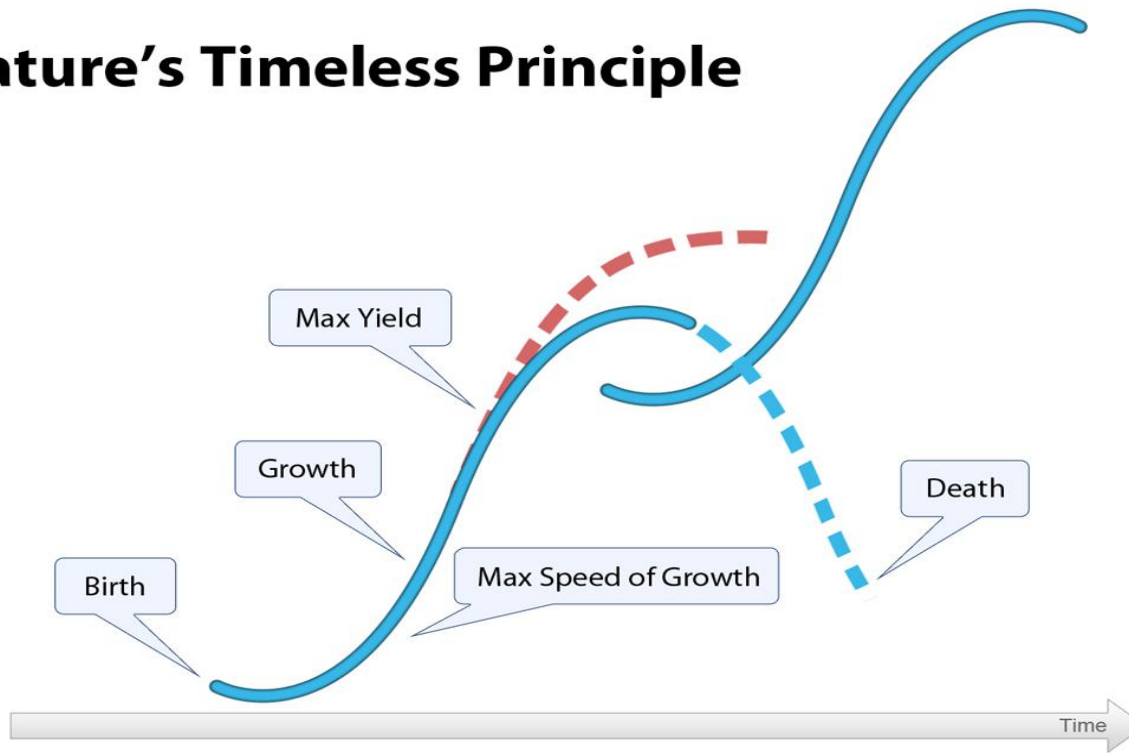
Growth is optional

Extraordinary is a choice

**Does this
feel like
your life?**



Nature's Timeless Principle



Growth follows a predictable pattern:

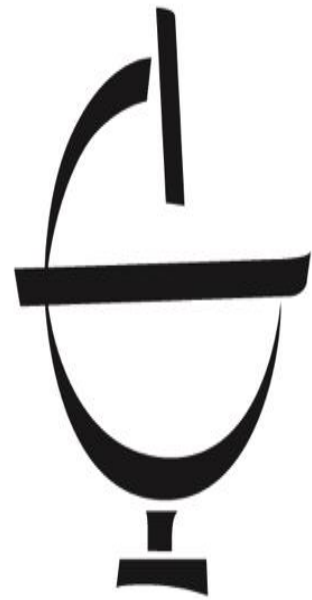
Exploration ▶ Execution ▶ Extinction
Acceleration ▶ Stabilization ▶ Deceleration

Creating sustainable growth means:

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



KHAN
ACADEMY^{TV}



EXCELSIOR
COLLEGE®

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

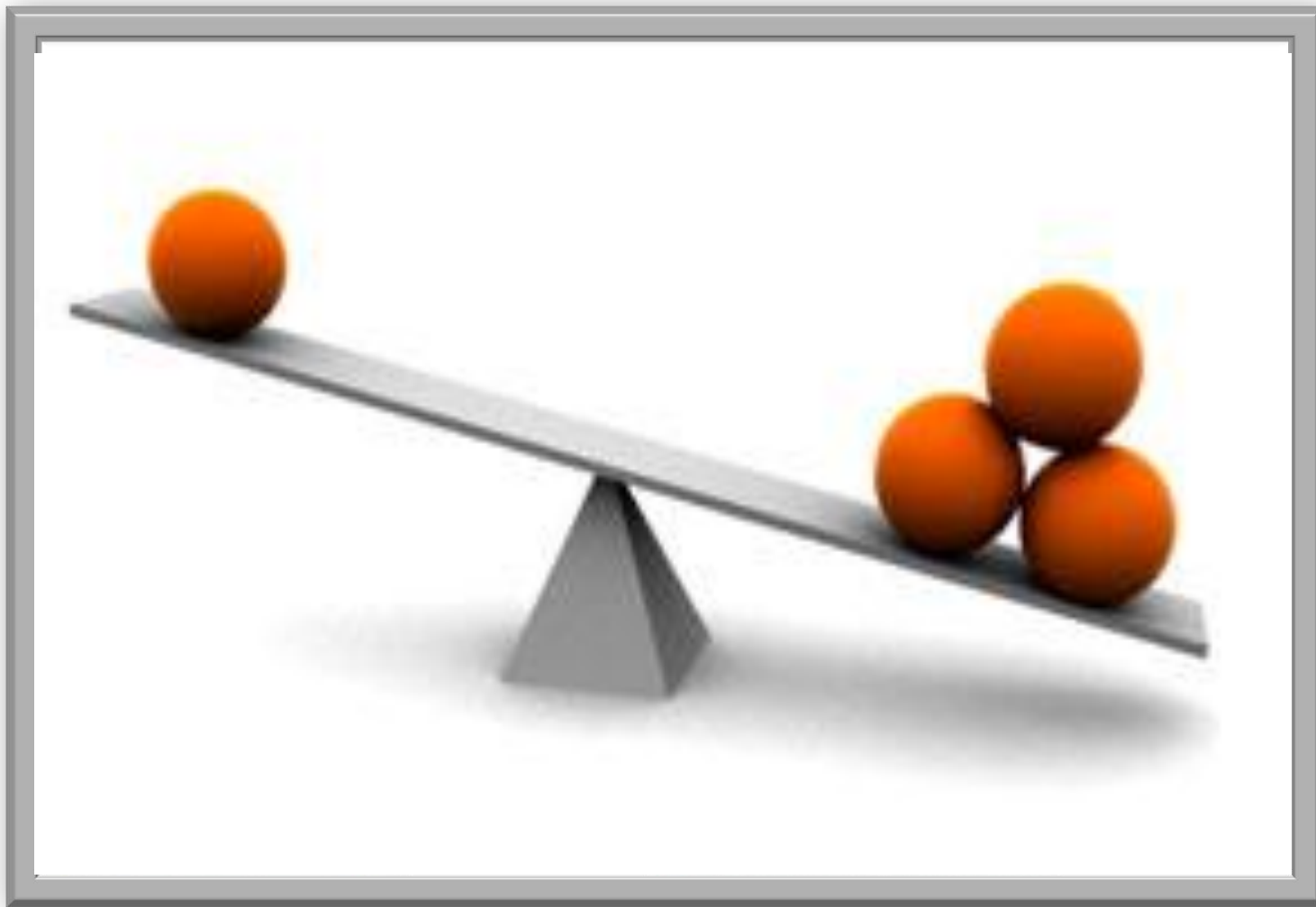
Principle # 3

Leverage Strengths
Forget shortcomings





**What can you do
extraordinarily well?
In what aspect of your
work do you want to
be the “very best”?**



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



Personality Contribution to the S-curve

Intangible

values

exploratory focus

future focussed

information driven

flexible, nimble

vulnerable

goal oriented

long term

unpredictable

emergent intuitive

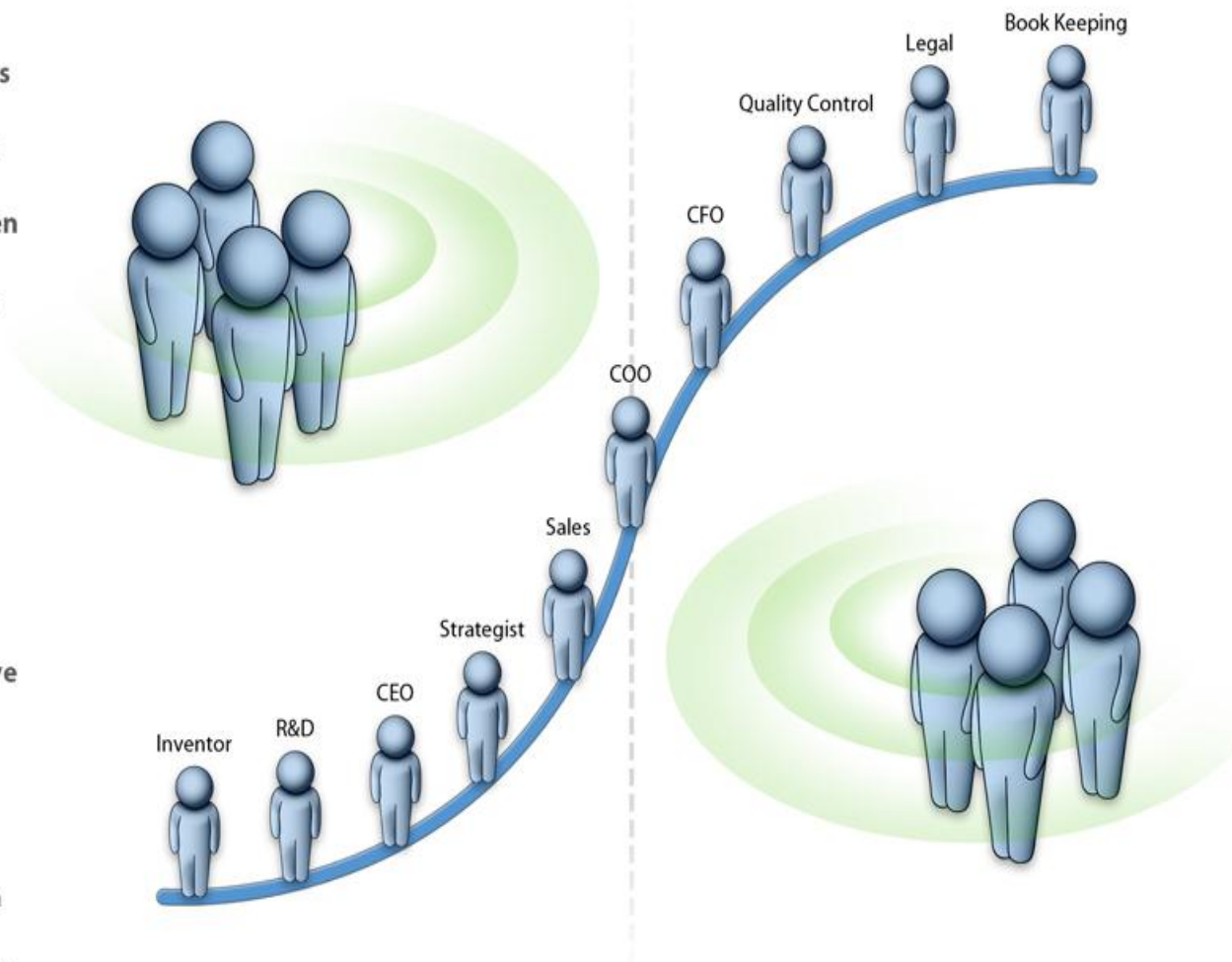
leadership

Innovation

focus on growth

investment driven

exploration



Tangible

norms, procedures

stability focus

past focussed

control driven

rigid, bureaucratic

fortified

rule oriented

short term

predictable

cause-effect logical

management

optimizing

focus on margin

profit driven

exploitation

Case Study: Seattle Metropolitan Credit Union

**37.5% Skill
Utilization**



VERSUS



**60% Skill
Utilization**

The result...

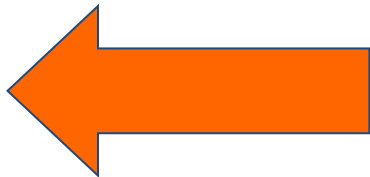
- 1. Increased strategic diversity, innovation and collaboration on senior team**
- 2. Increased spread by 15 basis points – that resulted in additional member equity of \$650,000 over three years and \$1,000,000 over five years.**

Principle # 4

**Make a Difference
Or make an exit**

LEADERSHIP BRANDING 101

Coca-Cola

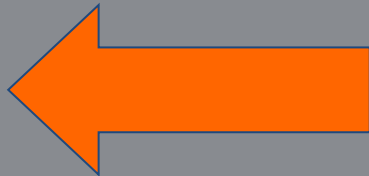


Other





Google™

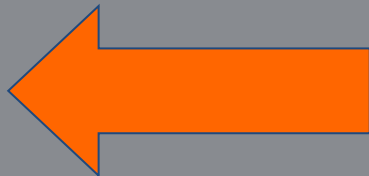


bing™





CNN.com™



FOX
NEWS.com







THE PRODUCTS



THE COMPANY

DEALERS

SITE MAP

THE EXPERIENCE



**“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?

**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.”**

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.”



Be Distinct

OR

Be Extinct!

Tom Peters

DEFAULT BRAND

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

**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.)**

DESIRED BRAND

**What four words do you want
employees/senior executives
using when describing you?**

**What four words leaves
them saying “**WOW**, you are
indispensible?”**

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.**

Case Study: Jonathan See, CIO at Pepperdine

**Manager
IT
Dept.**



**Strategic
Business
Partner**

Principle # 5

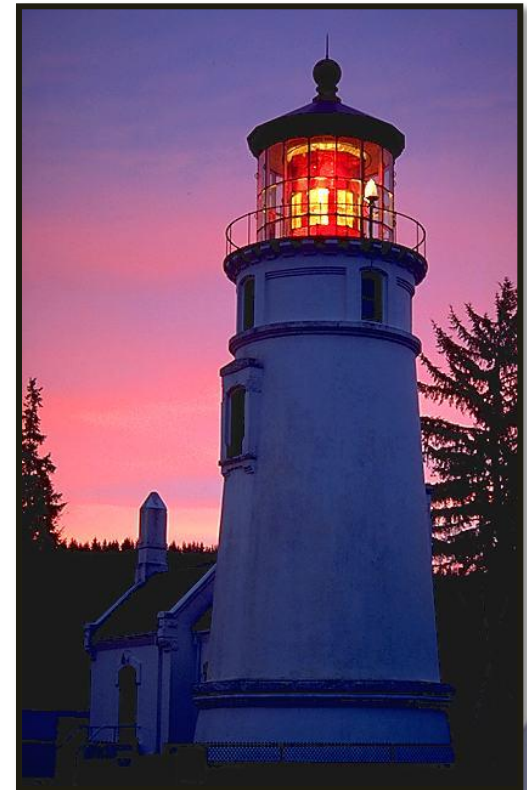
Shed Light

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. **Generosity & gratitude**
4. **Hope & optimism**
5. **Tell the truth**



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

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**

If you would like to receive a copy of the Branding Exercise, this PowerPoint, or our newsletter – provide us with your business card listing what you'd like to receive.

Thank You!

Hugh Blane

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Time Management:

Accomplishing More With Less Effort and Greater Enjoyment

For:

PEPPERDINE
UNIVERSITY

Presented by: Hugh Blane
March 27, 2012

Time Management

Time is not a resource issue

Productivity Eliminators...

- 1. The squeaky wheel**
- 2. Instant gratification**
- 3. Obligation & guilt**
- 4. Your boss**
- 5. What's in front of you**

Productivity Eliminators...

- 6. Firefighting vs. fire retardant**
- 7. Path of least resistance**
- 8. Corporate culture and or norms**
- 9. Boredom**
- 10. Fear or procrastination**

The answer is **focus and not **efficiency****

“Concentration – that is, the courage to impose what really matters most and comes first – is the executive’s only hope of mastering time and events instead of being their whipping boy.”

Peter Drucker – The Effective Executive

**“Time use should be viewed
as a competitive advantage
and not simply as a tool.”**

Alan Weiss



Purpose

Vision

Plan

Principle # 1

Think Bigger

You're going to need a
bigger YES!

Psychology Versus Chronology

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 Pepperdine University**? Consider the words used in #1**
3. **What am I doing on a **daily basis** to create # 2?**

Write down your purpose
In concrete terms

Why is it important?
Positively & negatively

Change your attitude

From what to what?

What needs addressing?
Within your control

When will it happen?
Be specific

Principle # 4

Make a Difference
Or make an exit

Your Default Brand

Helping or hurting?

Your Desired Brand Aligned with Big Yes?

Your Designed Brand

3 things to start doing

Priority Setting

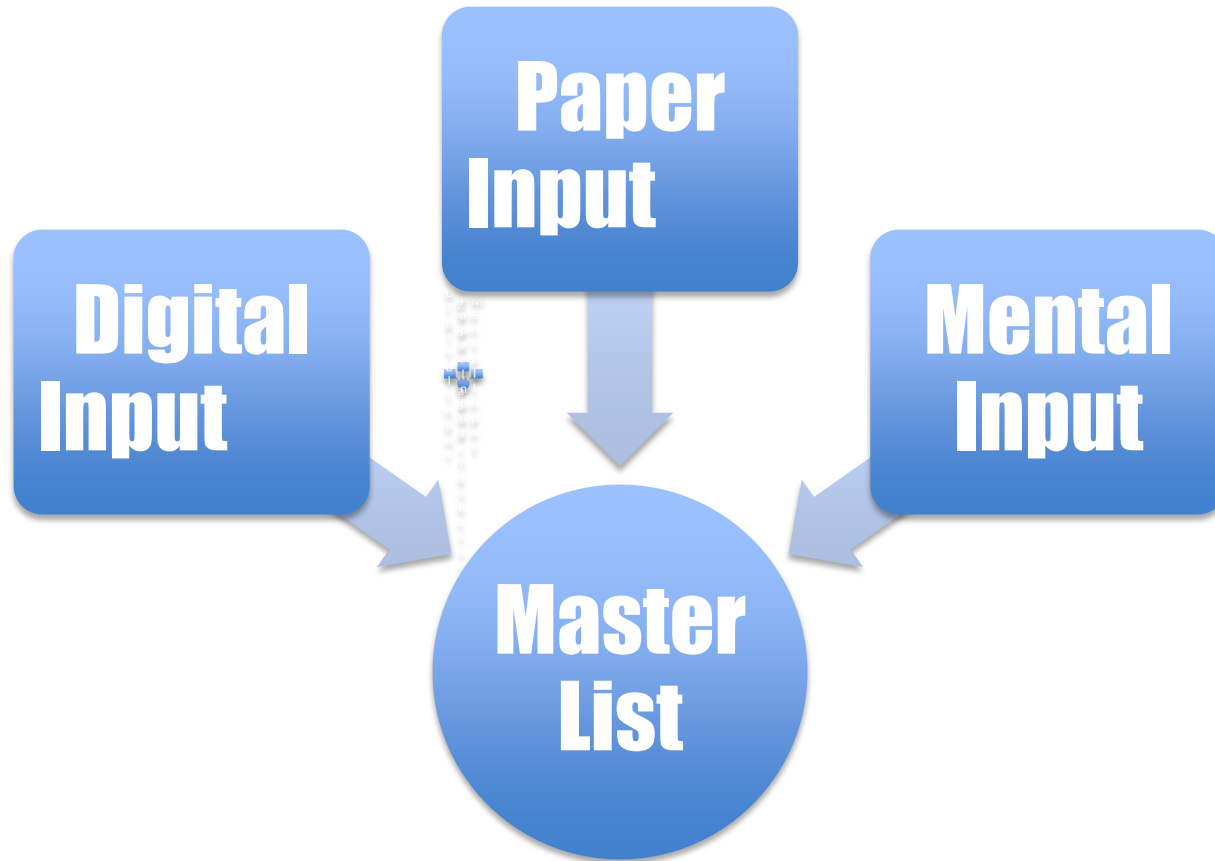
Tools for your toolkit

Solution # 1

Too Many To-Do Lists

Everything in one place

Solution # 1



Five Task List Enhancers

- 1. Create a Master Task List**
- 2. Empty your inbox**
- 3. Forget writing notes on scratch paper**
- 4. Empty your brain of all things to be done**
- 5. Get Everything in one place**

Solution # 2

Define Your Big Yes

**The life you want determines
how you spend your days**

Solution # 3

Tend Your Garden

Plant only what you want to grow

Arise as early as you effectively can. One hour earlier per day equals six weeks of added productivity.

Slay The Dragon

Monday through Sunday

Solution # 3

Set Your Priorities

A – B – C – D – E

Solution # 3

A: Top Priority – Time Sensitive

B: Top Priority – Not Time Sensitive

C: Not Top Priority – Time Irrelevant

D: Delegate

E: Eliminate

Solution # 4

Plan Weekly
Execute Daily

TODAY

2012	MARCH					2012
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 VACATION ↓	2 VACATION ↓	3
4	5 Astronomy ↓	6 Book ↓	7 Book ↓	8	9 6:30p ↓	10
11	12 ↓	13 11:30 ↓	14 ↓	15 3p ↓	16 NWONE ↓	17
18	19	20 Book ↓	21	22 ↓	23 ↓	24 ST PATRICK'S DAY ↓
25	26 ↓	27 ↓	28	29	30 ↓	31

WEEKLY LISTS OF ACTIVITIES BY CATEGORIES

ADMINISTRATION

- ✓ Mail Label
- ✓ 2015 Appointments
- ✓ Date Labels
- ✓ Expenses moving
- ✓ Info to new Boss

Sales

- ✓ 5 new clients
- ✓ New forms
- ✓ D. Wright

Marketing

- ✓ Breakfast
- ✓ Ebook
- ✓ Tai
- ✓ Blog Post for camp
- Handouts to newspaper
- website pages
- Special rates on bus
- Associations
- Personalities
- mix e-books & privacy

Clear Pass

- ✓ 1000 new clients
- ✓ 1000 new clients
- ✓ 1000 new clients
- ✓ 1000 new clients
- ✓ 1000 new clients

DAILY THINGS-TO-DO

MONDAY 19

- ✓ Brain & Leadership
- ✓ Prep for call
- ✓ Holiday schedule
- ✓ Time management
- ✓ E book outline
- ✓ Breakfast
- ✓ Holiday schedule
- ✓ Thanksgiving
- ✓ Thanksgiving

TUESDAY 20

- A. Preparation for
- A. Preparation for
- A. Preparation for
- A. Preparation for
- A. Preparation for

WEDNESDAY 21

- Expenses moving
- Prep for call
- Prep for call
- Prep for call
- Prep for call

THURSDAY 22

- Prep for call
- Prep for call
- Prep for call
- Prep for call
- Prep for call

APPOINTMENTS

- 7: 8:45
- 9: 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:
- 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:
- 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:
- 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:
- 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:
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- 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:

Post development

- ✓ Forum notes
- ✓ Review Progress

Personal

- ✓ My Personal Goals
- ✓ Review Progress
- ✓ Review Progress
- ✓ Review Progress
- ✓ Review Progress
- ✓ Review Progress
- ✓ Review Progress
- ✓ Review Progress
- ✓ Review Progress
- ✓ Review Progress

Spinner

- ✓ Brain & Leadership
- ✓ Review Progress

DAILY THINGS-TO-DO

FRIDAY 23

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SATURDAY 24

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SUNDAY 25

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EXPENSES

APPOINTMENTS

- 7: 8: 9: 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:
- 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:
- 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:
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- 10: 11: 12: 1: 2: 3: 4: 5: 6: 7: 8: 9:

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Calendar Pruning

Monday am & Friday pm

Ten Performance enhancers...

- 1. Polish the decks**
- 2. Always plan tomorrow today**
- 3. Know when you do your best work**
- 4. Work 30minutes – break for 5**
- 5. Avoid inflexibility**

Ten Performance Enhancers...

- 6. Chunk things down**
- 7. Everything should be prioritized**
- 8. Have clear expectations up front**
- 9. To-Be List AND a To-Do list**
- 10. Practice the 3 min rule**

Thank You!

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Important vs. Urgent

How to set priorities

