

LEADERSHIP G.R.O.W.T.H.

THERE'S MORE TO
LIFE THAN PLAYING
THE ROLE OF ELSA



The importance of personal leadership was instilled in me at the age of 17 with an astute reminder of what leadership is, what it is not and why it is important.

Flashback to high school where I had a role in our school plays from freshman through junior year. In my senior year, our Drama Club chose a classic, "The Sound of Music," for our spring play. Of course, with an attitude of entitlement, I had it all figured out. My best friend, Mardy, would have the role of Maria as she had a beautiful voice! I would be cast in the role of Elsa, the baroness. After all, I had been in every play since my freshman year and paid my dues.

Auditions took place and the results were posted. Reviewing the roster, I saw my name under the title of "stage manager." My thoughts? "Hmmm – they must have a great deal of faith in me to play Elsa and be the stage manager." As I kept reading, the list revealed that my other best friend, Alyson, had been chosen for the role of Elsa. How could it be?

WHEN AND WHERE

Author, adjunct professor, humanitarian and president of Authentic Measurable Performance, Gail Alofsin will present "The Foundations of Leadership," **Sunday, Nov. 6 from 8:30 - 10:00 a.m.** and again from **10:30 - noon.**

Stage manager?
What an insult!

Lessons learned?
First and foremost, being back stage was just as important as on stage. Additionally, the evolution from on stage to off stage was enlightening with new competencies learned. Change is growth and being the star of the show does not mean that you always have to be on the stage — front and center. There are many stars behind the scenes!

A successful business hinges on the convergence of action by all team members. Every position and responsibility is important — from operations, sales, marketing and



ALOFSIN

PHOTO: PALTO

procurement to customer service. There is no backstage in business.

There are two types of people in the workplace — those who are directly serving the customer and those who are supporting the people who are serving the customer. Some employees have the dual role.

When leadership is present — from your front line to your senior executives, your customers will recognize this. With all things equal, your clients want to do business with a healthy company. You are your company! You may be the only person that a client interacts with and your behavior is representative of your corporation.

You are in a leadership position in the company with your coworkers, direct reports, managers, clients and vendors. In the community, you are a leader through your spiritual beliefs,

non-profit work, clubs and sporting teams. As a leader in your personal life, why not focus on leadership GROWTH?

G.R.O.W.T.H.

GIFTS — Appreciate and use your talents, your gifts. Bring out the best in other people. There reaches a point when you "arrive" and you no longer have to be front and center; the spotlight can shift off you. And even while arriving - share the stage - there is plenty of room.

RESPECT — You must respect yourself before you can respect other people. The talent of others does not make you inadequate. Attract only the best people your way — people who are positive.

Do not let anyone rehash any negative moments or outcomes in your past. It is never too late to

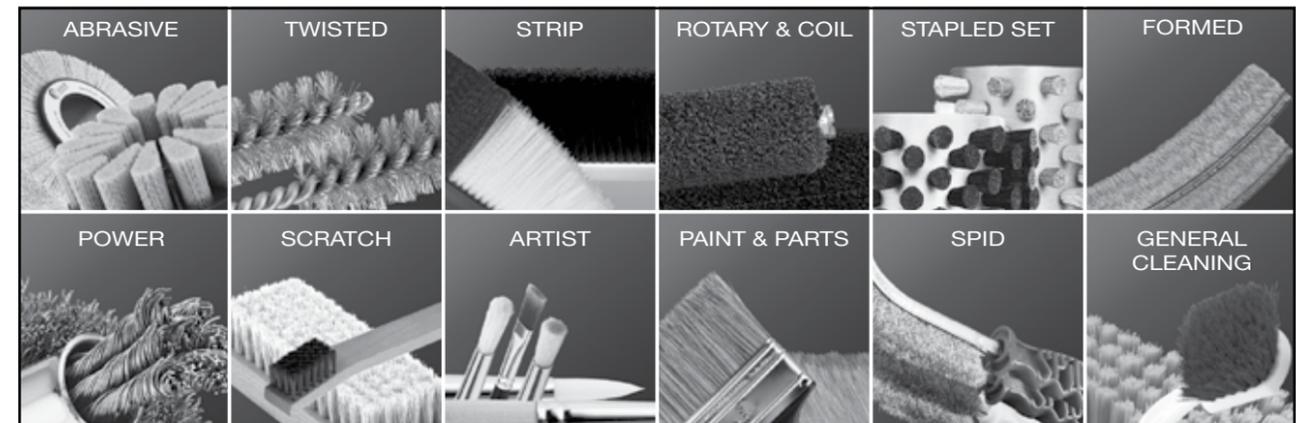
re-brand yourself. Keep your eyes open for people who are allies. Be an ally for others.

OPPORTUNITY — There will be times in your life when you get the "big breaks." As a leader, you have the opportunity to create opportunities for others. This can be done through internships, board appointments and volunteer work. Empower people so they feel important. Assist them in understanding that their life has purpose and meaning.

WAKE UP! — Ask yourself these two questions —

- 1 When you wake up in the morning, are you excited and ready to go to work, or do you dread it?
- 2 When you are driving home from work, are you excited to go home?

CONTINUED ON PAGE 86



You Know Your Business. We Know Brushes.

Productivity, quality, throughput, uptime—we develop brush products to help you meet your goals. **Let us find a brush to fit your requirements or design one to fit your needs.**



©2016 Tanis Incorporated. All rights reserved.



Engineering | Innovation | Customer Care

(800) 234-7002 | (262) 646-9000

3660 Kettle Court East • Delafield, WI 53018 • USA

Now Accepting Online Orders
tanisbrush.com

G.R.O.W.T.H.

Build your life around what you need to answer “yes” to both of these questions. It is not productive to spend 40 hours each week doing something you do not want to do. Reframe your thinking — you “get to” go to work and you “get to” go home. Focus on the positive of both situations.

No one is 100 percent — you will not be full of joy and enthusiasm each and every day of your career. However, if 90 percent of the time the answer is “no” to the above questions — it is time for a reboot.

▶ **TRUTH** — There is an expression, “No tree has branches so foolish as to

fight amongst themselves.” Leadership is not about gossip, withholding information or internal ambushing.

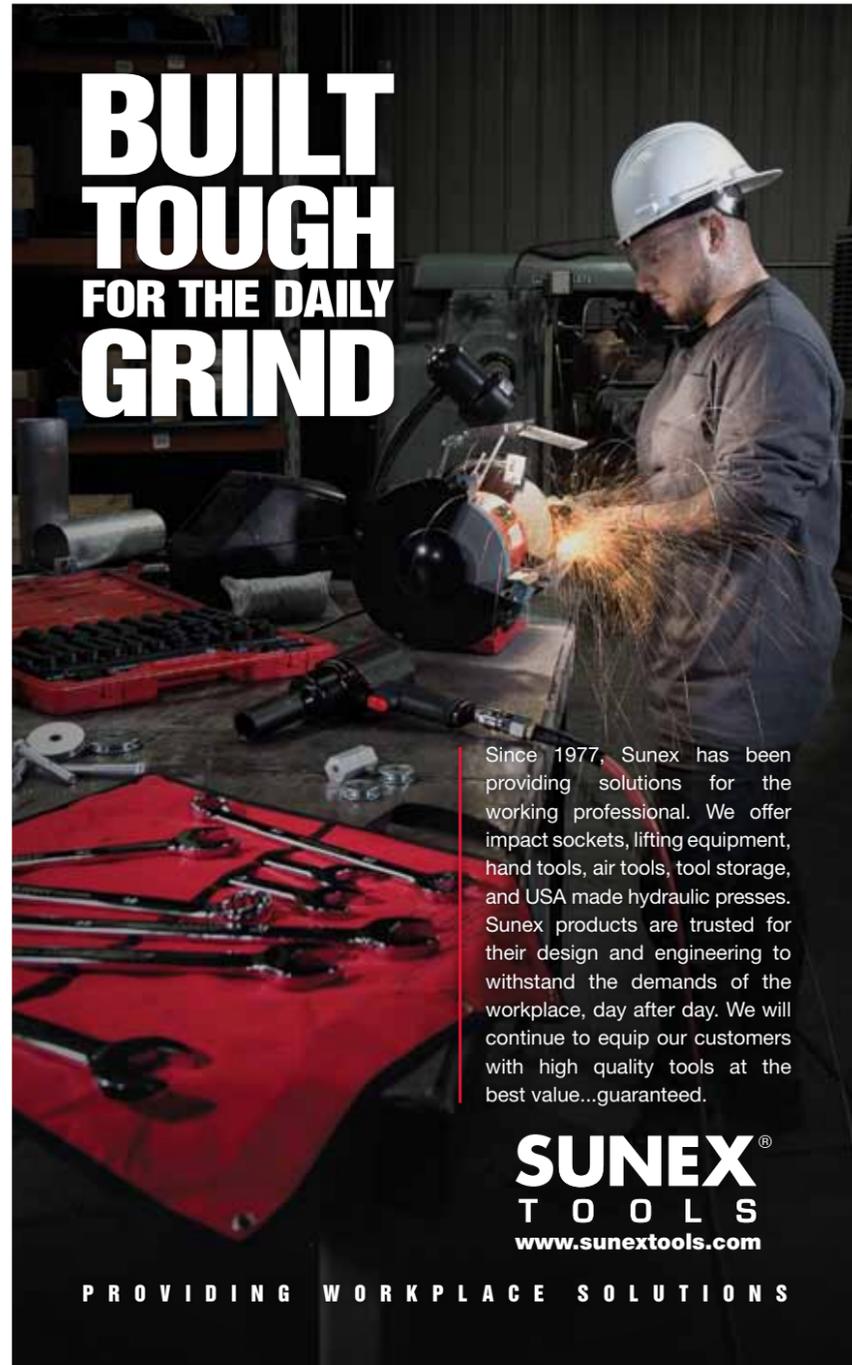
Once the word is out about your integrity, clients and employees will have a good word for you and will want to work with you.

▶ **HEART** — Leaders put their hearts and their passion into their lives — at home, at work, in the board room and on the sports field. Nothing warms a heart more than a coach who kneels to a child’s eye level to explain a play or an action, recommends improvement and moves the game forward.

Developing leaders, whether they work directly with you or on the periphery, will assist your company with the retention of valued and motivated employees. These motivated employees will serve the customer. Elated customers will spread the word about you and the company you serve, impacting your profit and reputation.

As a leader, you have the opportunity for GROWTH every day. One reminder: There is more to life...than playing the role of Elsa! **CS**

Gail Lowney Alofsin is a keynote speaker, author, adjunct professor, humanitarian and business executive. Her business and personal growth book, YOUR Someday is Now — What are YOU Waiting For? has raised over \$30,500 for non-profit organizations since 2014. She focuses on leadership, work/life integration and time management. Learn more at www.gailspeaks.com or contact her at (401) 640-4418 or gail@gailspeaks.com.



BUILT TOUGH FOR THE DAILY GRIND

Since 1977, Sunex has been providing solutions for the working professional. We offer impact sockets, lifting equipment, hand tools, air tools, tool storage, and USA made hydraulic presses. Sunex products are trusted for their design and engineering to withstand the demands of the workplace, day after day. We will continue to equip our customers with high quality tools at the best value...guaranteed.

SUNEX[®] TOOLS
www.sunextools.com

PROVIDING WORKPLACE SOLUTIONS

Light gauge steel fastening solutions from ET&F.



Booths
#418-424

beck
FASTENER GROUP

ET&F
FASTENING SYSTEMS



The labor-saving alternative to traditional fasteners for cold formed steel framing.

Engineers, architects, and building officials rely on code-approved drive pins from ET&F. Our commercial-grade high carbon heat-treated steel pins have ballistic points to penetrate the hardest substrates at the same speed as driving into wood. ET&F - Now part of the BECK Fastener Group.

ET&F
FASTENING SYSTEMS

Get professionally connected
by visiting www.etf-fastening.com
or call 800-248-2376.

BECK Fastener Group[®] and ET&F Fastening Systems[®] are registered trademarks of the BECK Fastener Group.

www.etf-fastening.com