



UPDATES SEPTEMBER '22

◆ CALL FOR SPONSORS ◆

SynerVision Leadership Empowerment Symposium

LEADERSHIP SYSTEMS, SKILLS,
AND STRATEGIES FOR EXECUTIVES

I can & I will **October 14th** *I can & I will*
Lynchburg, VA.

SynerVision Leadership Empowerment Symposium (LES) is a one-day intensive program in Transformational Leadership as culture creation, skill set, and system. Its goal is to empower nonprofit leaders and clergy to install sound business systems and skills to engage board members, staff, and other stakeholders in a synergistic strategy for organizational development and to attract higher levels of sustainable funding to achieve the organization's mission fully. As of the end of 2021, SynerVision's LES program has virtually impacted over 1,500 charities in person and 100,000+ through its unique and proprietary methodology and content in multiple forms. This intensive session is interactive in that it offers content presentations, application exercises, discussion of topics and issues relevant to participants, and problem-solving addressing actual issues.

For more information: email
hugh@synervisionleadership.org

IN THIS ISSUE

CALL FOR SPONSORS.....	1
TOGETHER - LEADERSHIP EMPOWERED SYMPOSIUM....	2
MAKING A DIFFERENCE WITH A RIBBON.....	3
10 BUSINESS PRACTICES.....	4
ON THE LIGHTER SIDE.....	5
DOES MARKETING GIVE YOU THE JIMMY LEGS?.....	6
TOP CHALLENGES FOR TODAY'S LEADER.....	7
CREATE AN EMPATHETIC, PRACTICAL MARKETING CAMPAIGN.....	12
WALK TALL AS THE TREES...	14
BUYING PEANUTS AND CRACKER JILLS.....	18
HUGH'S FAVORITE RECIPES.....	20



*International Day
of Charity*

September 5th

Leadership Empowerment Symposium

**"We are better together:
Collaboration improves
impact!"**

October 14, 2022 8:30 a.m. to 4:30 p.m.

The RAMP Church

701 Thomas Road, Lynchburg, VA 24502



Organizational impact is a result of effective leadership!

The SynerVision Leadership Foundation's Leadership Empowerment Symposium *is a one-day intensive workshop for you to learn the skills to stand up or grow your nonprofit, recruit the right board and volunteers, create a winning strategy, and attract donors to support your mission.*

This one-day intensive session is designed to connect Transformational Leadership as a culture of high performance. Organizational impact is a result of leadership.

Leadership is a culture and not a training program.

VIP Package

Get access to the event, the workbook, and a comprehensive online program and reception with the speakers (total value of \$750) for \$250.

Can't Make it to Lynchburg? No Problem, We're Live Streaming

Register for Access Here

Making A Difference With A Ribbon

By: Lynn B. Sanders

In May of 2021, I flew to West Palm Beach, Florida, for a visit with my 96-year-old father, knowing it might be the last time we'd ever be together in person.

Dad's health had been going downhill. Besides having dementia, he had difficulty speaking more than a word or two. His body was too weak to stand, and he required a full-time caregiver to lift him in and out of bed, dress him and bring him to the bathroom.

I know he felt frustrated. When he finally settled into his wheelchair, he stayed there all day. He stubbornly resisted the efforts of physical therapists for him to practice standing. Instead, he watched television constantly.

This once vibrant former physician, activist, author, and champion for Vietnam veterans' rights, was now quiet. Dad lost his spark after my mom's sudden passing from a heart attack on December 16th, 2004. He remarried a lovely woman, Hana, who kept him going for over a decade, and now his spirit was fading.

I had something special for him and hoped he'd like it.

Over the past year, I have become a Blue Ribbon Ambassador, a program through Blue Ribbons Worldwide which teaches youth and adults how to acknowledge everyone's value using a special blue ribbon.

The **"Who I Am Makes A Difference®"** ribbon has helped eradicate bullying, improve health and well-being, and save lives.

It takes a minute or less to honor someone. While the action seems simple enough – to place a ribbon on someone you appreciate, the deeply personal part of this process is to open your heart, and state WHY that person makes a difference to you. It can be as simple as you like someone's smile, their positive spirit, or their thoughtfulness. You never know how much of a blessing and impact this ribbon has until you deliver it to someone.

As I rode the elevator to the 37th floor of my dad's residence that afternoon, I felt excited and nervous. How would he react?

Stepping inside his condominium, I saw my dad in his customary spot – in the wheelchair facing the television. My brother and his wife were seated nearby. I showed them my ribbons, and when I asked if I could give them a gift, they waved me off.

I then spoke to dad's caregiver and his wife Hana. When I honored them for their loving presence in my dad's life, their gratitude overflowed.

"You're going to make me cry," said the caregiver.

"That's so kind of you," said Hana, with tears in her eyes.

Then it was dad's turn. I held up the blue ribbon, with the words facing him and said,

"Dad, I have a Blue Ribbon for you that says, 'Who I Am Makes A Difference®.'"

continued on page 8



10 Business Practices You Should Build Into Your Culture

1. Consistent Communication

You must know how to communicate to keep your brand top of mind with your donors, staff, volunteers, and supporters. By providing your audience(s) with high-quality, consistent communication multiple times a month, you are building a solid foundation for your brand and rapport with your support groups.

2. Get Personal

Adding a personal touch to your marketing is worth it. That way, when your audience(s) thinks of your organization, they will feel more connected to it as an entity run by someone they know and like.

3. Build Relationships

When it comes to attracting new donors, volunteers, staff, and supporters, retaining them, and encouraging higher referral rates, the power of building relationships cannot be overstated. Building relationship capital allows your audience(s) to see your nonprofit or clergy as more than merely an organization but a business run by someone with whom they have a personal connection.

4. Automation

Not only can automation help you save time and energy, but it can also help you quickly increase your marketing bandwidth. Through specialized automation software, you can plan campaigns, so you don't have to keep track of deadlines and post times daily.

5. Get Your List Together

Start building your mailing and email lists by offering incentives and opportunities for opting in. You can then easily organize your list and add to it by uploading it to your preferred CRM.

6. Segmentation

Your supporters like to be catered to as individuals, but that can be a tall order when you have hundreds or even thousands of people on your lists. That's why list segmentation and targeting can do wonders when connecting with your readers and raising your bottom line.

7. Build the Right Teams

Teamwork is essential for scaling the success of your organization. That's why decisions about whom you bring on are crucial to fostering a healthy work environment with teamwork as the focus.

8. Focus on Retention

It costs five times more to attract a person than to keep one. Your organization will flourish all year by improving retention rates and providing excellent service to your current supporters.

9. Build a Referral Network

Taking the time to establish a referral program that works is essential. Make sure that it results in meaningful referrals, provides appropriate incentives, and is frequently mentioned to your supporters.

10. Inspect What You Expect

Setting clear, measurable goals with your teams is essential. Make sure to communicate your expectations with every organization member and revisit your objectives to see how you progress over time.

"One thing that is stronger than all the armies in the world is an idea whose time has come."

- Victor Hugo



"Any idea that can be held in the mind that is emphasized, that is either feared or revered will begin at once to begin to manifest itself in the appropriate and convenient physical form available."

- Andrew Carnegie

On the Lighter Side

I was wondering why the ball seemed to be getting larger...

...Then It Hit Me

Q. What word would you use to describe a man who does not have all his fingers on one hand?

A. Normal, because people usually have half their fingers on one hand.

Q. What starts with "e" and ends with "e" but only has one letter in it?

A. An envelope

Does Marketing Give You Jimmy Legs?

Remember the Seinfeld episode where Kramer complains to Elaine about the woman he's been sleeping with, Emily? He's telling Elaine how Emily is throwing off his sleep. Kramer explains to her that Emily's Jimmy Legs (otherwise known as restless leg syndrome), with all their shaking, prevents him from a restful night's sleep. He's going to quit having sex with her.



If repeated attempts at marketing your business, practice, or nonprofit are causing you to shake uncontrollably, you might suffer from the Marketing Jimmy Legs! It's a common disorder. More small business owners and practitioners get so nervous and jerky each time the term marketing comes up, and it's as though they're trapped in a Seinfeld episode with Kramer, Helen, and Morty (Helen had Jimmy Arms).

There's a Cure for That

Do the queasy, nervous, convulsing feeling cause you to shake and shimmy

When the subject of marketing comes up in a conversation? Are you overwhelmed by technology relating to SEO, CRM, Funnels, Autoresponders, syndication of content, and stuff like that?

Has your marketing been lackluster, unfruitful, with hits and misses? Do you only market when you need new customers? Where I come from, that's called random marketing. It's part of a bigger problem known as the vicious circle. When you are marketing, you're not earning. When you are making, you're not marketing. Feast or Famine.

I have news for you. Marketing is a 24/7/365 responsibility. Are you suffering from the Jimmy Legs now? Worse yet, like Helen, do you have the Jimmy Arms too?

The doctor is in. Take a deep breath and know there is nothing to lose sleep. There will be some decisions to make but breathe, inhale, exhale. Focus on your breathing and let the doctor work his magic.

Direct response marketing is a call-to-action type of messaging your suspects, prospects, leads, new customers, existing customers, and even former customers. That's much marketing. Are you still shaking? Not to worry, there is hope for everyone.

Here's some information that is the foundation of marketing to your audience segments. We'll walk the customer journey from the unknown individual to becoming a raving fan.

continued on page 10

UPDATES SEPTEMBER '22

Top Challenges for Today's Leader

by Hugh Ballou



Leadership is a general topic that people understand in different ways; in fact people have contrasting and conflicting perceptions of how leaders should behave and what leaders should do. Over the past 31 years in working with leadership in many types of organizations doing different kinds of work and leading different sizes of groups, I have observed these 5 things that are my vision of why many leaders don't make the progress that they are capable of and don't get into a stride of continuous improvement that propels them into they deserve. So, consequently leaders are over stressed with too many demands on their time, have lower performing teams than expected, and earn less income than possible.

continued on page 9



I paused. He and I knew how dreadfully he had behaved towards me after my mom's passing. Over fifteen years later, I had long since forgiven him, but the hurtful memories still lingered. I wanted him to remember something else... how I appreciated his love and kindness in my life.

So I opened my heart, telling him of my love for him, my gratitude for his hard work raising four children, and how he made a positive difference. I knew he still harbored regrets about his past, but he needed to know we could go beyond that now.

I held out the ribbon. "Will you accept this gift?"

Dad nodded slowly, softly saying, "yes."

"May I place it on you? It goes above your heart to make all your dreams come true."

He nodded a 'yes,' even though I wondered what dreams he still had left.

I placed the ribbon on him and added, "It's the tradition that I take the spark from my heart and put it in the ribbon. It's the sounds that make dreams come true, and that sound is –" I touched the circle of cheerleaders at the end of his ribbon and said in a cheery voice, "BING!"

A tear slowly fell down his cheek. My eyes teared up too. We both were holding onto this precious moment of togetherness. Of love. Of understanding. Of simply being with one another. Dad motioned for me to come close. I leaned my head towards his face.

Then dad did something he had not done that afternoon. He initiated the conversation. Speaking slowly and with great effort, he asked, "May I – kiss your – cheek?"

"Of course," I said, choking up. It seemed like time had stopped. He gently kissed my cheek, and I kissed him back. I thought – if this is the last time I ever see him in person, at least I've honored him.

As it turned out, eight months later, on January 17th, 2022, Gil Bogen passed away before I had a chance to revisit my dad. That Blue Ribbon visit marked our last time together. I'll be forever grateful that we had that particular time together.

Time flies by so quickly. Let's consider pausing our schedule – wherever we are – to honor someone for who they are. You never know what a difference you'll make in someone's life.

"Grandma Sparky" Bridges, the founder of Blue Ribbons Worldwide, says, *"The Blue Ribbon is a compass. It's a tool that teaches you how to acknowledge someone and tell them how much you love and respect them in 60 seconds or less. We're going for one billion people to be honored. Let everybody know how much they make a difference."*

Over the past 40 years, the ribbon has honored over 50 million people, and its message has been translated into 12 languages. Its global mission is "uniting humanity through the power of love."

Learn more and get ten free blue ribbons at: <https://blueribbons.org>.

Here are my thoughts on these leadership gaps and ways to address each one:

1) Not Understanding True Leadership:

We have had leadership models and have been taught things that aren't working today and may have never worked. The "Boss" or autocratic leader is a thing of the past. Many people in positions of authority use power as leverage to get people to perform. If we truly have a team of competent people, then it's crucial to let them serve as they are capable. Telling people what to do isn't the answer to getting the best results unless the leader only wants to be around to boss people all the time and do nothing else. This doesn't develop capacity for anyone and wastes the leader's energy, time, and talent. Authentic leadership in my world is Transformational Leadership, where the leader is the influencer, visionary, and empowering agent for others to perform. Leaders lead. Others do. Whoever taught us that we should be willing to do anything we ask others to do most likely didn't mean that we had actually to do it. If so, why have others anyway?

2) Not Being Vulnerable: Fear of being wrong comes from the misconception that leaders must have all the correct answers. It's more important for leaders to ask good questions and empower others to have the right answers. Saying, "I don't have the answer," is a proper way of being vulnerable. One strength of leadership is being vulnerable by letting others know we don't

Have the answers, and we don't have all the skills. We lead by example and not by bluffing. When we bluff, then people intuitively know it, so we lose credibility. Being authentic is a top trait of the Transformational Leader.

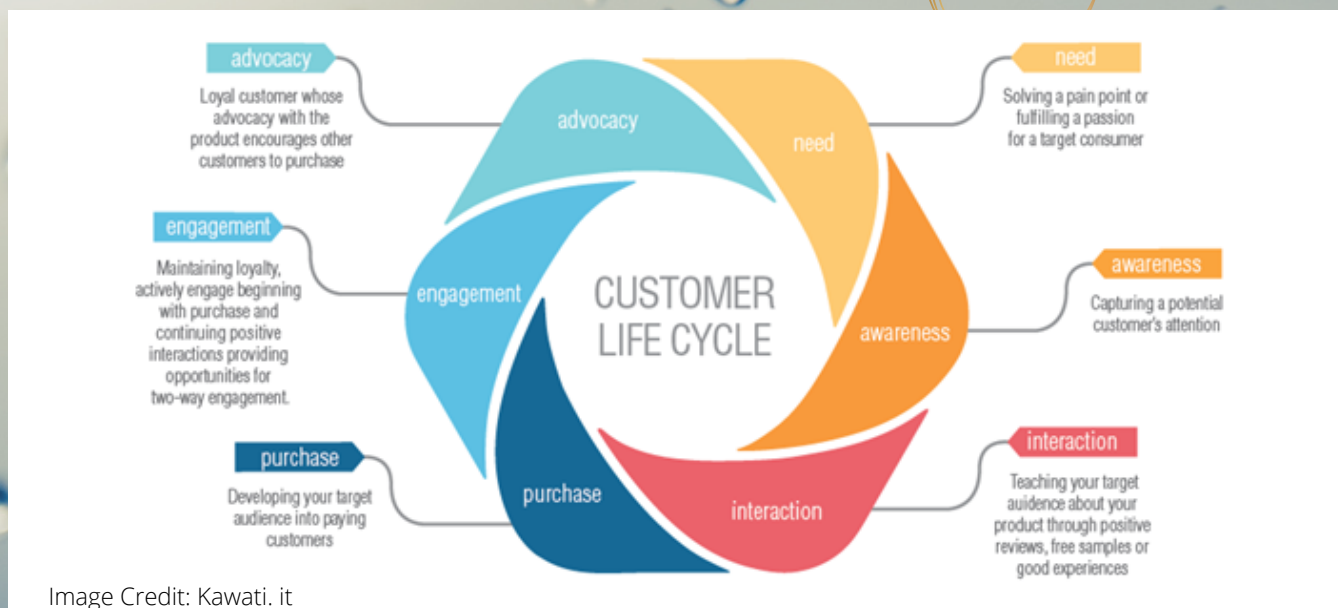
3) Not Understanding the Value of Relationships:

Leadership is based on relationships. Always work on relationships with those in your charge. This is misunderstood by many as having to be "friends" with employees. No, that is not the only choice. And it does not mean that the leader must make decisions so that people like them. The inverse is true. Make principle-based decisions so people will respect you. Value and respect people over results, then they become more focused on results along with you. Leadership is relationships. Communication is also enhanced through good relationships.

4) Not Understanding How to Manage Self:

Writer Richard Rohr says, "Transformed people transform people." He also says, "Wounded people wound people." Not managing self is the start of building a dysfunctional team. If the leader is anxious, then the team is worried. If the leader is dishonest, then the team is evil. You get the idea. A value-driven, principle-based personal practice is key to high functioning as a leader of others. The group is a reflection of the leader. Not having a high level of self-awareness and self-control is going to drive results that are not desirable.

continued on page 13



Let's start by discussing the customer lifecycle. Like a clock, we will begin at 1:00. **Need** - As the diagram reflects, joining the conversation in your ideal customer's mind is the first step in attraction. As a precursor, you must know precisely who your ideal customer is. You can learn all about doing so at <https://buyerpersona.com> and a sample template.

As for customer needs, they either have a challenge, consider something new and different, or struggle out of a lack of expertise. They seldom consider something they need. Typically people want something, then rationalize it into a need. However, actual conditions begin and end with a purchase without deliberation.

Awareness - As consumers determine how to solve their problem, pain point, challenge, or desire, research comes into play. As for word of mouth, which happens to be the best advertising, social media can mean a lot to folks. With plenty of targeted content, Internet searches for particular goods and services become the lead magnets to catch their attention. Social media posts, articles, blogs, videos, Tweets, Website pages, SEO, long-form keywords, mobile search, ads, pay-per-click, and texting are elements of content and distribution.

Interaction - KLT & R is the key to connecting from the first point of contact. Knowing, Liking, and Trusting someone are critical elements of building a relationship. Respect makes as the relationship grows. Along with coming closer and closer to resonate with you, know, like, trust, and respect continue to escalate up to and beyond the purchase.

Purchase - This is what you've been striving for; the financial transaction. Hopefully, you've done all the work to enable you to produce a higher margin than the typical vendor in your space. Remember, it's all about the value proposition. What bells



continued from page 10
JIMMY LEGS

and whistles can be added to your product or service to make you unique. If you can command a market of one (where you're the only ideal solution), you can cost higher fees.

Hopefully, you are not selling a commodity because there won't be much loyalty there. Commodities are price-driven purchases, and the lowest price usually wins. Think of it this way. If the only way to win the day is to have the lowest prices, you're running a going-out-of-business sale with no fixed close date.

Engagement – From the onset, customers, clients, or patients seeking a sense of belonging. Make them feel valued and unusually superior, and they will become loyal and engaged customers for life. It's hard for your competition to steal them away if you are constantly tending to their needs and desires.

That costs money, and most of those who market products or services think the price is the driver when it isn't. It's value, value, value. When a purchaser is loyal, they will continue to purchase other goods or services when offered.

If a Timex watch tells time, is attractive, yet only costs less than \$50, why would someone purchase a Patek Philippe timepiece costing \$1.2 million? The purchaser values the feeling of "making it" that it gives them. It's the status the watch displays when worn. Do you think purchasing a \$1.2 million watch is a one-and-done purchase? Think again.

Advocacy – Another benefit of maintaining an engaged, loyal client base is the "raving fan" syndrome that automatically gets built simultaneously. Raving fans love to refer others to their vendor of choice. The customer/raving fan takes pride in sharing something special.

Have a fantastic dinner at an exclusive restaurant and NOT tell anyone about it? Highly doubtful. It didn't matter the cost; you wanted something extra special and got it. It might be the most expensive eatery in the city, but the people that told you about their experience encouraged you to try it out. Your friends were doing the restaurant a favor without them knowing it.

You brag about the entire evening and encourage others to try it out for themselves. You want your other friends to experience the unique nature of the event so they can enjoy something special.

You have become an ambassador for the restaurant without even knowing it. You are a silent sales force for something you enjoy.

There You Have It

So relax. Marketing is nothing more than identifying

- who you are
- who you are for
- why you are the only solution and
- what can you do for them to feel cared for regardless of the price

I hope this marketing article takes you to new heights in growing your business, practice, or nonprofit.

*Good
vibes*

Create An Empathetic, Practical Marketing Campaign

5 Marketing Strategies No One Can Ignore



Image Credit: Reuters

As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.

- John F. Kennedy

Although 2023 is on its way, the impact of the pandemic hasn't completely disappeared. For many pandemic-weary consumers, COVID-19 has changed their lives forever. From closing businesses to remote work, many consumers are now struggling from inflation or are simply unable to do the activities they love (due to falling out of healthier habits during lockdown).

Since 2020, consumer perspectives and desires have significantly changed. How do you respond to this ever-changing market? A few strategies will help you recognize your consumer's changing mindsets while offering practical solutions.

Number 1. Check On Your Stakeholders

The pandemic has exhausted and confused many people. While your audience may be resilient, they may not be super patient, and you'll need to assess their needs. What do they want from your business right now? What kind of frustrations do they keep running into?

This is a great time to build a message around practical solutions that resonate with consumers. A report from Interactive Advertising Bureau found that four times as many consumers prefer efficiency in ads versus those who value campaigns that are "fun." Emphasize the tangible value of your services while also adapting to the swings in the public mood.

continued on page 15

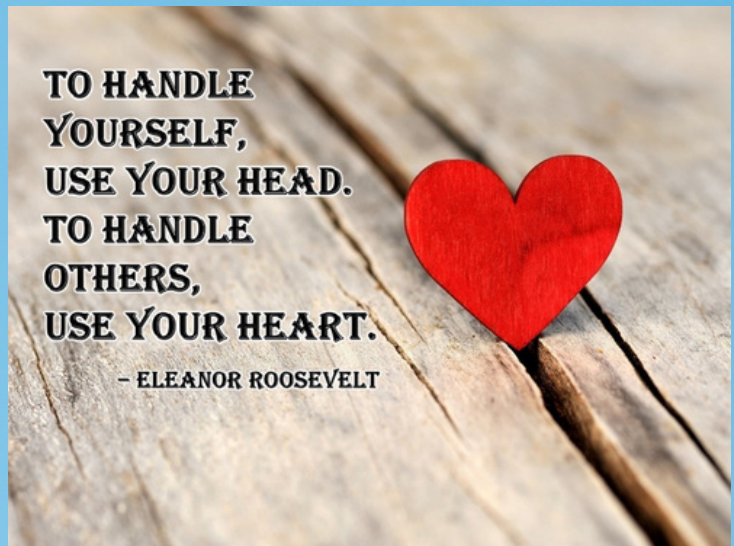
UPDATES SEPTEMBER '22

Not Having a Plan: Chasing the “shiny object” is what entrepreneurs are accused of doing. That scenario is not limited to entrepreneurs, however. I’m surprised at how many leaders are leading without a plan. This is a form of control due to insecurity. If others depend on the leader for action directions, then the leader is always in control. This is a system that significantly limits activity and is dependent on one person. With a written plan, everyone knows what to do and when to do it and can function optimally. The leader then guides the process.

Reversing these dysfunctions is moving from “Push” leadership to “Pull” leadership. The musical conductor pulls music out of the ensemble by letting others perform up to their highest standard. This is not different in the workplace.

Hugh Ballou
The Transformational Leadership Strategist
Subscribe to The Transformational Leadership Strategist by Email
hugh@synervisionleadership.org

How Culture Impacts Business



The culture of any business defines success or failure, the pace of growth or decline. Sure, even a toxic culture in business may still produce a short-term gain, but its culture is more – or - less the foundation of any nonprofit, NGO, place of worship, B2B, or B2C company.

Long term, every business is destined for mediocrity or bankruptcy should their culture be toxic, even to a small degree.

Your nonprofit business is just that, a business. Your long-term sustainability is at risk unless your mission delivery has a vibrant, positive, inclusive client, donor, and volunteer culture

continued on page 14



Top-down management is so 20th century. Those days have been banished for eternity and should never even be considered, let alone acted on for today and tomorrow's workforce. Command and control should best be left to the military. Even the armed forces know better, so their entire approach is much more inclusive than the boss-slave management style.

It's been proven that engaged employees and stakeholders are much more energetic and hold a more positive outlook than others, which ultimately rubs off on internal and external stakeholders and you, the leader.

One of the pitfalls of a business's success ratio is the wrong cultural atmosphere.

M & A is one thing that happens when a failing culture lowers the company's worth. Bargain hunter competitors can take you down through aggressive marketing campaigns or by merger or acquisition at a discount.

With donor and volunteer pools shrinking daily, developing and sustaining a successful mission is becoming more challenging than ever. A variant of the old Turkish phrase "the fish rots from the head down," which supposedly originated in the 13th century of the Ottoman Empire, applies here. It remains as exact today as ever it was. If leadership fails, the entire organization is doomed to failure. The unmistakable stench of failure is evident.

Too Many Hats

An Executive Director or Managing Director has many responsibilities, resulting in catch as catch can leadership. The boss wears so many daily hats that it can boggle the mind.



Walk tall
as the trees

live strong
as the mountain

be gentle
as the spring
wind

keep the
warmth of the
summer sun in
your heart
and

the Great
Spirit
will always be
with you.

*Native American Wisdom
(Ojibwe)*



UPDATES SEPTEMBER '22

Number 2. Update Your Analytics and Insight Methods

Google is delaying the phaseout of third-party cookies to 2023, but for marketers, the end of cookies looms heavier than ever.

Your old tools for tracking consumers and targeting ads will, now that Google Chrome won't support cookies. It's time to talk to IT or a knowledge management software company about how you'll track consumer behavior in the upcoming year.

Number 3. Embrace Short-Form Videos

TV once took the advertising world by storm - but now, social media has blown. Past TV in popularity. A smartphone screen gets in front of the consumer more often than a TV. If you want a chance at getting new leads or strengthening your stakeholder relationships, creating short videos for social media is a perfect way to engage people.

Number 4. Leverage Micro-Influencer Marketing

In late 2020, many celebrities and influencers engaged with brand partnerships. Whether an A-list celebrity or a niche influencer, you can benefit significantly by getting local influencers to talk about your product or service. Focused yet small audiences will drum up strong ROI, and micro-influencers comprised 91% of engagement across all sponsored posts in 2021.

Number 5. Creative Campaigns Convey Soul-Searching

Everybody does a little regular soul-searching, and now a creative campaign can too. Since traditional tracking tools are disappearing, like cookies, some marketers are turning to other tactical and innovative techniques. For example, from Target to Hulu, many have repositioned their marketing approach to focus more on brand value, creating new and effective campaigns that resonate through simple concepts like community and joy.

Why is focusing on a brand's core value? Rather than being targeted, working? Michael Kalli, managing director at Ello Media told Marketing Drive, "Being aggressively targeted won't give the best response. No one wants to feel like they are being sold to, even though we know we are realistic.

Modern marketing trends suggest that the best marketing strategy is a gentler approach. Kalli says, "Customers want to see empathetic, human communication from brands, which builds trust over time. A softer marketing approach focusing on human centricity is the only way forward."

If you're planning your next marketing campaign for 2023, don't forget to keep these newest marketing trends and strategies in mind. They can help you assemble a practical, empathetic, and powerful marketing campaign that'll resonate with consumers all year and beyond.



Therein lies the rub. Mission-critical capacity and sustainability, not doing the books, recruiting staff, payroll, accounts receivable, accounts payable, and, least of all, marketing is all duties better left to professionals. And the hats keep getting stacked one atop another.

The rub is simple. No one has more invested in outcomes than the ED, which is you. Therefore, no one has more to lose than you (other than those who depend on your mission to survive or improve their lives somehow). If you are a lackluster, or worse yet, hostile leader, you are doomed to failure.

So, what is the answer? It's not an easy question because multiple facets exist to evaluate and select the proper response that fits your goals.

What will it be? Column A, or B	
A – Top-Down Leadership	B – Team Approach
Leadership is somebody else's job	The Buck Stops with everyone – commit to the mission
Succumb to the tax code	Effective tax management minimizes costs
Hiring, Firing, Admin	Many, Many hats can be distributed
No control over schedule	Complete freedom over schedule
No work, no pay	Compensation & Benefits for Stakeholders
Forced to Understand Business, Accounting, Marketing and HR	Knowledge base found in the right people

Of course, there are more pros and cons to choosing to be one of several or the leader of one or more. As a person with lofty goals of effective leadership and the desire for a life where you are in control, the choice is clear. If you are one that wishes for calm, no challenges, small goals, and just wanting to get by until it's front porch swing time, that choice is staring you in the face as well.

A leader won't put up with being forced to do everything for very long. They desire to lead. How one leads will determine the success or failure of any endeavor, whether an NGO, nonprofit, faith-based organization, or running a car wash. Good, heart-centered leaders have happy staff members, a well-run business, and most importantly, satisfied and loyal customers or patients.

What I do know is this. Most, if not all, dental school students begin their schooling with the thought of which is a lifestyle business. Circumstances change like they always do, and dreams change, realities set in that may quash dreams a bit, but it is still okay to dream.

Leadership is an exercise in personal development. Someone doesn't wake up one day and is a great leader, although some would argue people were born to be one. No, it takes knowledge of self, experience, the right attitude of service to others, and positive and inclusive goals. The unvarnished truth about leadership is that those in charge must operate within a controlled environment.

Small practices or corporate dental offices each have their culture, typically constructed based on the leader's influence. Should a leader be inclusive, heart-centered, generous, and friendly, the expectations should still be met by inspecting what they are. The entire team reflects (or should) the leader's attitude, which can be a great thing or not so much. It only takes one maladjusted personality to destroy the practice, so the mindset of an observant, patient-centric approach to business must be uniform.

Structure and discipline are always sound business practices but can also be stifling. Becoming routine has its benefits and liabilities as well. Creativity and flexibility go out the window when there is no allowance for them. The complex nature of leadership is not an easy path but a righteous one.

Without a doubt, senior leadership can dominate a workforce, especially when power and dense structure are present. Today's crew don't think like earlier generations and therefore tends to not



Stay in one place if the boss isn't friendly, supportive, empathetic, and open-minded. This makes matters of leadership convoluted. Long-term staff might be well-adjusted and comfortable with established rules and order, but not everyone is on the same wavelength with new hires or unadjusted employees.

Firm structure tends to stifle innovation, creativity, and flexibility when a crisis arises, especially in small firms. Large corporations may react differently, often more stifling than their small business service or product suppliers.

Any firm, large or small, should make vital considerations in creating an inclusive culture where people can speak their minds without being held in contempt because of their perspectives or opinion. An organization's culture is almost always a top-down sense of self, meaning that staff usually takes on leadership's social and behavioral elements. When the organizational attitudes conflict with a leader's expectations, disharmony and conflicting perspectives can erode a business creating higher staff turnover. This almost always leads to lower ROI.



Buying Peanuts and Cracker Jills

How Cracker Jack Showed Love For Woman's Sport

Ever since its launch in 1896 at the Chicago World's Fair, Cracker Jack has long been associated with baseball. Most of its sales come from sports venues, solidifying its place as a baseball game staple. Even while stadiums introduce adventurous or healthy food into ballparks, Cracker Jack sales have *always* remained stable.

If you're going to a ballgame this fall, however, instead of Cracker Jacks, you just might find Cracker Jills for a good cause.

For the first time ever, the brand's limited edition Cracker Jill packaging has introduced a new, feminine variation of the iconic Cracker Jack mascot. There are five new bags altogether, designed by Monica Ahanonu, of Cracker Jill in all shades and sizes. According to Tina Mahal, the vice president of Frito-Lay North America, the change is meant to celebrate and honor a new shift in the sports landscape.

"What we started to notice is that in the world of sports, the rules have really started to change," Mahal told Marketing Dive in an interview. "And so there's a massive transformation taking place. Throughout sports, girls and women are really changing the face of the game."

As niche viewing options expand (such as ad-supported streaming), women's sports has grown significantly in recent years. Despite the increased viewership, though, there are still many barriers ahead for women's sports, including lack of exposure and unequal pay.

continued on page 19



UPDATES SEPTEMBER '22

continued from page 18
Cracker Jills

To show their support, each Cracker Jill bag features a woman wearing an iconic Cracker Jack sailor uniform, with Bingo, the dog at their feet. In addition, the brand has given a \$200,000 donation to the Women's Sports Foundation.

This campaign is about more than baseball, though, according to Mahal. "It really is celebrating women who are athletes, executives, women who now have this seat at the table within sports, and that is really what Cracker Jill is meant to do."

The Frito-Lay marketing team even collaborated with award-winning Normani to create a remix of "Take Me Out to the Ballgame," which celebrates inspirational women. Thanks to effective packaging and its unique place in sports culture, Cracker Jill shows genuine and exciting solidarity for many consumers and sports fans alike.



***"I hope I can be the autumn leaf,
who looked at the sky and lived.
And when it was time to leave,
gracefully it knew life was a gift."***

- Dodinsky

***"The best way to predict the
future is to create it."***

- Peter Drucker

Hugh's Favorite Recipes: Chicken Thigh and Veggies Stir Fry

RECIPE

Servings: 2

Prep Time: 15 Minutes

Total Time: 25 Minutes

INGREDIENTS

- 4 Boneless Chicken Thighs
- 2 Stalks Celery Sliced at an Angle
- 2 Carrots Sliced at an Angle
- 1 Onion Cut in 1" Squares
- 1 Cup Mushrooms
- 3 Cloves Garlic Minced
- Ginger Minced Same Amount as Garlic
- Additional Sliced Veggies of Choice
- 4 Tbs Dry Sherry
- 3 Tbs Peanut Oil
- 1/4 Cup Soy Sauce
- 3 Tbs Sesame Oil
- Toasted Sesame Seeds for Garnish
- Some type of noodles
- Glass of White Wine



DIRECTIONS

1. Pour yourself the glass of white wine for drinking while cooking
2. Cut the chicken into 1" pieces and place in a bowl with sherry to marinate
3. Cut all the veggies (I like using bok choi, water chestnuts to those listed above)
4. Heat a wok and add peanut oil and chicken, stir constantly until done
5. Add garlic and ginger and stir for 1 minute
6. Add other veggies in this order: onions, mushrooms, the others
7. Stir until veggies are done but still crisp
8. Add soy sauce, the sesame oil, and stir
9. Turn off heat and serve over rice or noodles
10. Pour another glass of white wine and enjoy!

Potential Add-In:

For a variety, consider adding red bell peppers or zucchini and top with cashews

HUGH BALLOU: hughballou.com



Contact Information:

Address: 3766 Fort Ave, Lynchburg, VA 24501

Phone: 888-398-0847

Email: hugh@synervisionleadership.org

We're Open: Monday-Thursday 9 am-5 pm USA Eastern Time Zone