Mary Kelly
Productive Leaders
7 Prescriptions for Leadership Success
Have you ever been frustrated at work?
Do you feel that you are doing more than your fair share for your team?
Have you ever wanted others to have a sense of urgency?
How can I engage my people?

I am an awesome leader! Can I actually improve?

Can I improve productivity, morale, and profitability?
411 on Mary Kelly

• Has landed on an aircraft carrier
• Was in 8th class of women to graduate from Naval Academy
• Currently the 56th Most Influential Economist in the world
• Met husband when we were hunting the same terrorists
• Authored best-sellers *Money Smart, Master Your World*, and 9 other books
• Each program and book has its own wine label
Don't Reward Bad Behavior

Be Consistent
What are the biggest challenges for you right now?

What is frustrating at work?
Leadership Challenges

People need you more than ever

Get people to do what you know they need to do

In easy times, anyone can lead
Are you or your people feeling L.O.S.T.?
L.O.S.T.
Loneliness
Opportunities
(FOMO/YOLO)
Stress
Time
People are struggling. You can’t always tell who is in crisis.
Poor Leadership = Big World Problems

Syria
North Korea
ISIS
Iran
Global refugees
Trade conflicts
Political ugliness
Economic crises
Lack of civility
I have no idea where I am going.
They are following me anyway…
Why Leaders Fail

- Cannot manage/motivate the team
- Worried about being popular
- Arrogance
- Unfair
- Lost trust
- Don't care
- Lack vision
Do you believe that your people want to do a good job?
Leaders who lack a compelling vision and clear goals.
Once the mission is clear, articulate the vision

“We are going to play in the World Series!”
And I knew exactly what to do. But in a much more real sense, I had no idea what to do.
3 Types of Visions

Positive

Status Quo

Negative

They lack a compelling vision & clear goals
Our mission is what we do, such as “We play baseball.” A vision is “We are going to the World Series.” Leaders need to create a vision to give people purpose, direction, and coalesce them around a bigger goal than themselves.

**Before establishing the vision, we need to know our mission.**

What do we actually do?

Who do we serve now?

With a clearly understood mission, we can move into thinking about the Really Big Picture to create the vision. Strategic thinking considers changes when everything is a variable.

What major changes will we see in the future?

1. 

2. 

3. 

How will these changes affect our purpose?

1. 

2. 

3. 

Who will we serve in the future?

In 5 years?

In 10 years?

In 20 years?

What legacy do we want to leave?
What do you want to be known for?

If there were no constraints, what would we do?

What is our vision?
Instructions for Use

Shake well before using. On a wet coat, lather your pet thoroughly with a few good palm-fulls of earthbath® Totally Natural Pet Shampoo.

Remember to eliminate all escape routes well in advance (a tip: once your pet is slippery wet he or she is suddenly smarter and faster than you are). Work lather from head to tail, paying special attention to irritated areas. Keep out of eyes. Leave on for at least 90 seconds to allow oatmeal and aloe vera to work their magic. May be diluted ten parts water to one part shampoo if desired.

Guaranteed Satisfaction

Top groomers and veterinary hospitals know and recommend earthbath® Totally Natural Pet Shampoo.
Effective leaders are constantly trying to improve themselves. It is easy to get complacent, especially when you are successful. If we are not improving, we remain at status quo, or we are getting worse. Continuous improvement takes commitment, focus, and effort.

What can I improve that would make me a better leader for my direct reports/teams?

________________________________________________________________________

________________________________________________________________________

My direct reports say I’d be an even better supervisor if I:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What can I improve that would make me a better peer? How can I support my coworkers to help them be more successful at their jobs?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What can I do that would make me more supportive of my boss?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What are some possible areas for improvement?
Ideas may include:

- Communication
- Providing feedback
- Encouragement
- Customer contact
- Building teams
- Marketing
- Budgeting
- Policies
- Social Media
- Listening
- Email management/clarity
- Industry knowledge
- Managing expectations
- Sales
- Advertising
- Strategic planning
- Branding
- Conflict resolution

My best means of learning is:

- Books
- Articles
- Videos
- Youtube
- Conferences
- Discussions
- Role playing
- Google

How am I going to achieve this learning?
Over the next ____ (1,2,3) _______ (days, weeks, months) I am committed to improving/learning:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What activities would further my learning objectives?
(Ex. Attend conferences, join a mastermind group, find or form a book club, explore chamber of commerce events, sign up for networking opportunities, commit to a philanthropic club)
They torpedo trust
58% of workers (HBR) say they trust strangers more than their own boss.
Small mistakes can lead to big problems
I have no knowledge of anything.
Path to Failure

Lying

Lying by Omission

Lacking Clear Communication

Disrespecting Others’ Time

Withholding Information

Creating Uncertainty

Stealing

Demanding Face Time

Enforcing Rules Unethically

Creating Unattainable Goals

Gossiping

Being Disloyal

Breeding Mistrust
Communicate. It's on you. Communicate in a way the receiver understands. How do you like to get information?
If you are going to be good at ONE leadership trait, Be good at COMMUNICATION
They just don’t care
I am not interested in caring about people.
The boss has to know that taking care of customers starts with taking care of employees.
Think about your workday and doing the work associated with your job and then fill in the blanks or complete the sentence.

1. **Passion**
   I get excited when I talk about
   ___________________________________________________________
   ___________________________________________________________

2. **Energy**
   Working on
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________
   _______________ gives me energy.

3. **Focus**
   My perfect workday involves completing
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

4. **Satisfaction**
   The best part of my week happens when
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

5. **Moving Forward**
   I can move my career forward at this job by doing more ________________,
   interacting with _______________ and asking _______________ for help.
   ___________________________________________________________
   ___________________________________________________________

6. **Bump Draft**
   I can help other people with their business or their career if I _______________
   ___________________________________________________________
   ___________________________________________________________
Many people don’t achieve their full potential because they do not define and work toward goals. When writing a goal, start with “I will” and assign a date for completion.

My goal: ______________________________________________________

Goals are challenging because everyone has obstacles. What are some obstacles you might encounter? What are solutions?

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<th>OBSTACLES</th>
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What are five action steps to take to make the goal a reality?

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I will know I’m successful when: ___________________________________________
What prevents people from doing what you think is the Right Thing?
C.H.A.F.F. = Distractions

Confusion
Hierarchical Obstacles
Attention Competition (ADHD/ADD/OLAS)
Fear
Frustration
Growing a business involves thousands of details. This one-page plan is to prompt ideas. These ideas come from my best-selling book, *15 Ways To Grow Your Business In Every Economy*.

We have a business plan that accurately describes our business.  
☐ Yes  ☐ No  ☐ Not sure

We have a strategic vision for our business that is driving us towards future success.  
☐ Yes  ☐ No  ☐ Not sure

Everyone is clear on our goals for moving the organization forward.  
☐ Yes  ☐ No  ☐ Not sure

We know our break-even points as well as our total revenue, total cost, and profits.  
☐ Yes  ☐ No  ☐ Not sure

We have systems in place for actively generating, receiving, and thanking referrals.  
☐ Yes  ☐ No  ☐ Not sure

We have systems in place showing customer appreciation.  
☐ Yes  ☐ No  ☐ Not sure

We have systems in place for getting honest feedback.  
☐ Yes  ☐ No  ☐ Not sure

Our website is easy to navigate.  
☐ Yes  ☐ No  ☐ Not sure

Our website is mobile friendly.  
☐ Yes  ☐ No  ☐ Not sure

Our social media is updated consistently and linked to our website.  
☐ Yes  ☐ No  ☐ Not sure

Our website can capture customer contact information.  
☐ Yes  ☐ No  ☐ Not sure

We have trusted advisors to keep us on track such as a corporate advisor, board of directors, or a mastermind.  
☐ Yes  ☐ No  ☐ Not sure

We devote resources on professional training for our team.  
☐ Yes  ☐ No  ☐ Not sure

Everyone on our team knows how to take great care of our customers.  
☐ Yes  ☐ No  ☐ Not sure

We follow up with our clients the way we should.  
☐ Yes  ☐ No  ☐ Not sure
How to Write Email with Military Precision
Use the subjects line with action keywords

Mary’s version:

D.I.C.E.
Decide
Info
Coordinate
Execute/Act

Subject Keywords

- DECIDE – Requires decision/approval by the recipient
- INFO – For informational purposes only. No response or action required
- COORD – Coordination by or with the recipient is needed
- EXECUTE/ACT – Recipient to take some action
Military professionals lead their emails with a short, staccato statement known as the BLUF. The BLUF should quickly answer the five W’s: who, what, where, when, and why. An effective BLUF distills the most important information for the reader. It declares the purpose of the email and action required.
Bottom Line Up Front (BLUF)

BLUF: Effective 18 September 2018 we will all make our emails more efficient.

(The BLUF helps readers quickly digest the announcement, decision, and when the new procedures go into effect.)

Example 1

Example 2:
Subject: ACTION – PPT for AGA
Jeff,
Bottom Line: I will have the ppt ready for you 17 September.
Background:
I use animation and I am not sure what is going to work with your software. Please alter as needed.

(The BLUF Just shows the reader how this email affects them.)
They are unfair
I'm gonna need you to go ahead and come in tomorrow.
Keeping employees motivated and happy at work is crucial to maintaining a productive workplace. Increasing morale at work comes from a workplace that is supportive, encouraging, and focused on the employee. Managers and leaders can help their people be successful by frequently checking in on them, offering assistance when needed, and showing interest in their development. Note: 67% of millennials say they would leave an organization if the organization was uninterested in their professional development.

To increase employee morale, start by asking the right questions.

1. What keeps you motivated at work?
   - My Supervisor
   - My Co-workers
   - Customers
   - Flexibility
   - Challenges
   - The organization
   - Problem solving
   - The actual work
   - I wake up motivated

2. Name something you do at work that you really enjoy:

3. What do you like best about this work space?

4. What would make our work place more enjoyable for you?

5. How can we help you reach your full potential?
They don’t understand we are one team
A team should work as parts of a whole that come together to create something bigger than themselves.
Use everyone’s strengths
I'm surrounded by idiots.
They want to be Miss Congeniality
If you don’t hold people accountable, who will?

Where will your irritated constituents go? (taxi to Uber)

They might complain to you, but you KNOW they are going to get online (also because they have no where else to go)
A.A.A.
Arbitrarily
Applied
Accountability
Most people are not as productive as they could be because they waste time, do jobs inefficiently, or procrastinate projects so that they fall behind and feel overwhelmed. Being productive means you maximize your scarce resources, accomplish what you want to accomplish, and spend time doing what you value.

**Take control**
What are my top three outstanding projects right now? My life would be better if these projects were finished:
1. ________________________________
2. ________________________________
3. ________________________________

Do I need help to get these done? __ Yes __ No
Do I want help to get these done? __ Yes __ No
If I had help, would they get done faster? __ Yes __ No
Who can I ask for help? ________________________________

**SDS**
To be more effective at the important things, stop doing the things that don’t matter.
(SDS for short = Stop Doing Stupid)

What are three things I do on a daily basis that take up time that I do not need to do?
1. ________________________________
2. ________________________________
3. ________________________________

**Time Vampires**
We all have people, events, and the unexpected crisis that take up our time. Sometimes other people impose their timelines into our lives and they waste our time, throwing us off schedule or not completing their part of a project that impact us.

Identify who or what waste our time:
1. ________________________________
2. ________________________________
3. ________________________________

**Nice ways to stop interruptions**
I’m on deadline.
Can we please catch up later?
Thanks for stopping by. Good talking with you.
(Then turn back to your work.)

What work for me is:
______________________________
______________________________

**Do What You Do Best**
We tend to gravitate toward doing those jobs that we like or are good at doing. Ask, do I have comparative advantage in this task? Am I the best person to do this? Or can someone else do it better or at a lower opportunity cost? If yes, consider outsourcing or trading tasks with someone else.

I can outsource or trade:
1. ________________________________
2. ________________________________
3. ________________________________

**5-Minute Jobs**
What can I get done today that will take less than 5 minutes of effort? Return a phone call, walk the dog, do some pushups, send a card, do some social media postings, clear off the desk, empty the trash, etc.

I can do these 3 tasks right now that will decrease my stress and increase my productivity:
1. ________________________________
2. ________________________________
3. ________________________________

Mary C. Kelly, PhD
Mary@ProductiveLeaders.com
www.ProductiveLeaders.com
# Productivity

**Date:**

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<th>Calls to Make</th>
<th>Follow Up</th>
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# Productivity Week

**Week Starting:**

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<th>Priority</th>
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KiwiLive.com
Keyword: dog

5-Minute Business and Leadership Series
Delegation/Outsourcing
Teambuilding
Vision
Goals
Productivity Day
Productivity Week
Appreciation
Feedback
Leadership Development
Bucket List
Succession Planning

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www.ProductiveLeaders.com
KiwiLive.com
Keyword: dog
Dr. Mary Kelly, CSP, CDR, USN
www.ProductiveLeaders.com
Take a picture of this slide!
Confidence becomes arrogance
I don’t know if you know this, but I’m kind of a big deal.
5-MINUTE GRATITUDE PLAN

We know that people who reflect on gratitude regularly are happier, feel valued, experience more meaning, and have fewer health issues. How can we live a more grateful life?

Gratitude is a practice.
You can use this sheet on a daily basis to practice recognizing all you are grateful for and expressing it.

Five things that went well today.
1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________

Five things I accomplished today.
1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________

Five things I didn't need to worry about today.
1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________

Five people I appreciated today.
1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________

Five things I can do to make tomorrow great.
1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________

BONUS: Gratitude makes us better learners.
People who give to others, those who "pay it forward" show a greater neural sensitivity in the medial prefrontal cortex—the part of the brain associated with learning and decision making.
Be the leader people want to follow
Tell me again how small your dorm room is?
Be a more productive leader with wine
1. It’s the only investment you can drink
2. Transforms mere afternoons into happy hours
3. Makes networking events fun
4. Prevents temper tantrums in adults
5. Whether the glass is half-empty or half-full doesn’t matter - pour more
6. Makes your jokes funnier
7. Removes stage fright
8. Makes other people’s jokes funnier
9. No good story ever started out with a glass of milk
10. According to chemistry, alcohol is a solution
Improve productivity and profitability!

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www.ProductiveLeaders.com
Mary Kelly’s Top Programs

Why Leaders Fail and the 7 Prescriptions for Success

FutureNomics for Associations – What Leaders Need to Know Now

Master Your Leadership World: 10 Strategies to Improve Productivity, Profits, and Communication

15 Ways to Grow Your Business in Every Economy

A.R.M.E.D. – How to Attract, Retain, Mentor/Manage, Evolve, and Develop the Next Generation of Leaders