

2024

ECONOMIC SUMMIT

February 6, 2024 | 8:00 AM – 10:30 AM

Weber State Davis Campus



Rob Jeppsen

Managing Director,
Sales and Leadership United



Davis Chamber
of Commerce



Elite Leadership, Elite Performance.

7 Leadership Attributes to
Create LIFE CHANGING Years
for the People You Lead.

Rob Jeppsen



 Robjeppsen

 @Robjeppsen

 Sales Leadership United

About Me...

-  Sales Leadership United
 - World's Largest Collection of Leadership Assets
 - Over 1,000 Members.



- Develop ELITE Leaders Worldwide.
- Market Leaders in Every Significant Industry.
- Architect of Award-Winning Leadership Systems.
 - Coach to Leaders Worldwide.



18

- 50,000 Subscribers
- Award-Winning
- 5 years



SALES LEADERSHIP PODCAST
WITH ROB JEPPESEN



What Makes a Leader Valuable?

BAIN & COMPANY

- Recent Study Asked the Following Question to Salespeople worldwide:
 - How much would you pay for an hour of time with your sales leader?



The sales manager plays a vital role in growing the business, but seldom have the capabilities to lift the task



Front line managers...

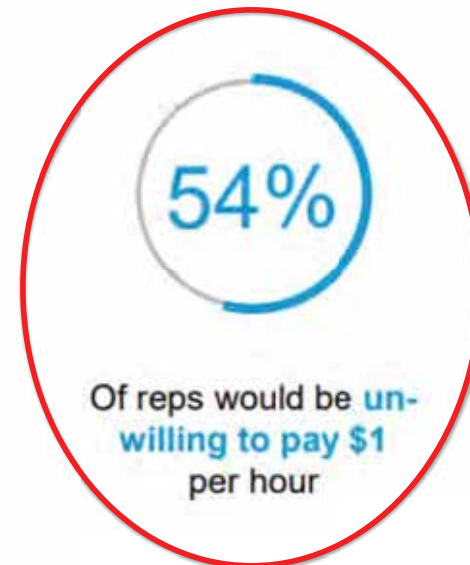
...are the linchpin of your commercial engine

- They are the **primary point of contact** with your reps
- Behaviors they model and actions they evaluate have **huge influence**
- Their coaching is often the **most important source** of rep learning

...but they face many challenges

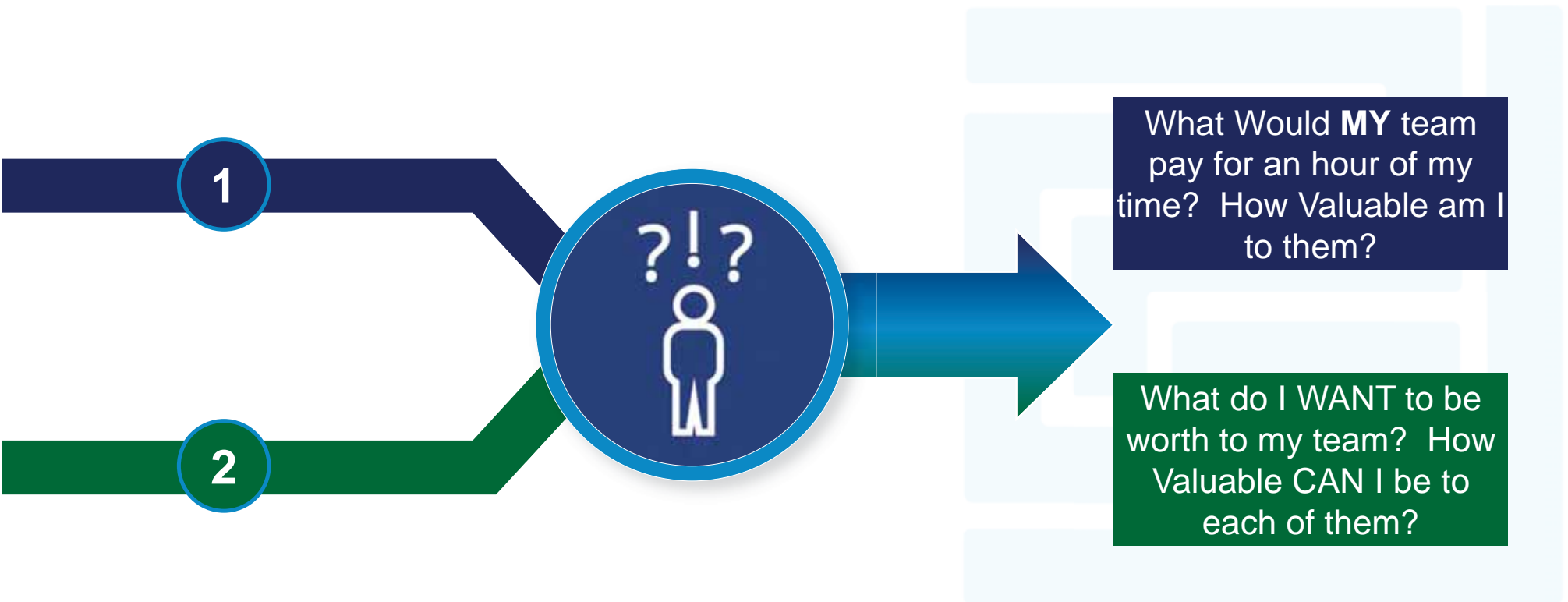
- They are often **stretched thin**, with many sales reps and initiatives to implement and monitor
- They may not understand the **importance or rationale** of initiatives passed down to them from above
- They are **oftentimes promoted reps** who were great at selling but **may not know how to effectively coach** and support others

Only a fraction of managers are highly rated by their teams



Source: Bain Sales Management Routines Survey (Sales Reps Only), April 2020, N=262

2 Important Questions for EVERY Leader.





**There Are
NO NEUTRAL
LEADERS.**

Massive Failure

Massive Success

**Every Leader
Is A CATALYST.**

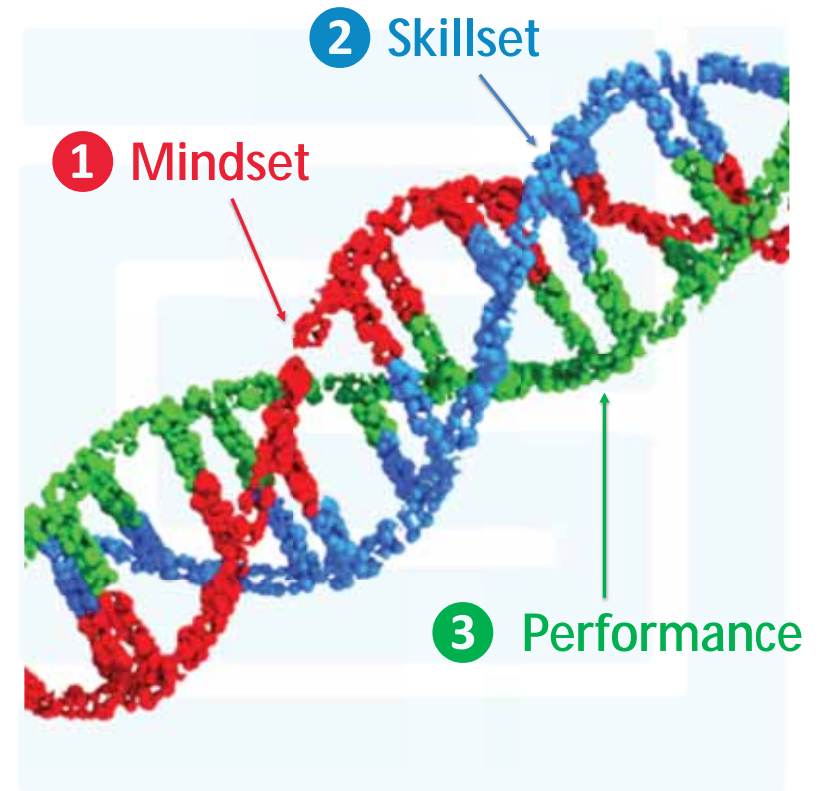
Legendary Growth is NEVER a Happy Accident.

- Our Job is to Fuel the Growth of the Companies we Lead.
- It isn't to work hard, cross our fingers and hope.
- Talent is a GIFT.
- Growth...
 - That's a Choice.



Changing Your DNA Can Change EVERYTHING

- You CAN change your leadership DNA.
- But you have to CHOOSE to.
- Because Growth is a CHOICE.
- Legendary Leadership starts by CHOOSING growth.



“

Elite Leaders have a

- ① **CLEAR, PREFERRED, and DESIRED VISION**
of the Future,
- ② Are able to **GATHER** people around this future,
and
- ③ **MOBILIZE** others to **CREATE** that future.

”

7 Elite Leadership Traits

7
Leadership
Attributes
Elite
Leaders
Choose to
Be
Intentional
About.



“

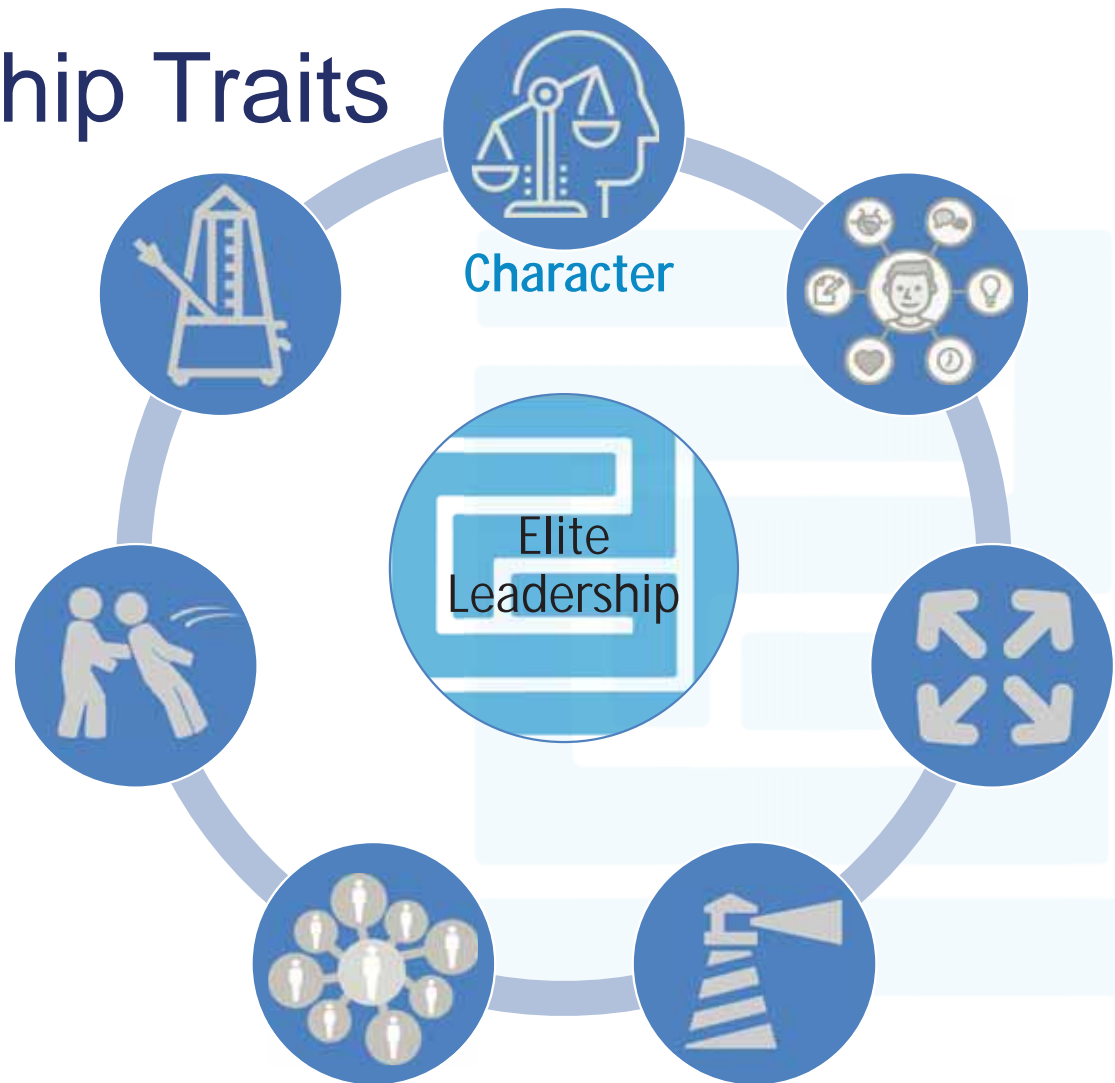
Talent is a **GIFT.**

Growth is a **CHOICE.**

”

7 Elite Leadership Traits

7
Leadership
Attributes
Elite
Leaders
Choose to
Be
Intentional
About.



What is Leadership Character?

- The Combination of **VIRTUES, VALUES, and TRAITS** that enable individuals to lead other people and organizations well.
- A leader's character shapes **how they interact** with the world and their decision-making process.



Your Leadership Philosophy



My Mission is to
Create Life-Changing and Career-Changing Years
for the People I Lead.

Growth, Integrity, Confidence, Passion, Vision

I'm a TRANSFORMATIONAL Leader who
connects to people, focuses on the future, and
hunts for, finds, and embraces change.

Intentional Growth. Predictability in Effort and Results.
We, not me.

Development, Environment, Accomplishment.
Predictability and Purpose.

People First. Authenticity. Lean in to Action.
Find Solutions. Choose Growth. Customer Experience.
What you say is what you do. Best Effort. Open
Communications. Disagree & then Commit.

Sylvannah Gates



My Values

- ✓ Authenticity
- ✓ Integrity
- ✓ Growth
- ✓ Accomplishment
- ✓ Intentionality

My Team Standards

We take the time to invest in ourselves, our team, and our goals. The day is not over until our work is done

Time

My Style

Adaptable leadership with creative problem-solving to prevent issues and enhance performance — I am a transformational coach.

Energy

We create and surround ourselves with good, positive energy and always remain above the line

My mission is to help people identify the excellence in themselves, that they call average

Achievement

We celebrate our wins and recognize continuous improvement as we work to achieve Emerald Status

My Expectations

- ✓ Respect
- ✓ Healthy Conflict-Disagree and Commit
- ✓ Ownership
- ✓ Collaboration

Motivation

We believe in Success with Integrity, and we are all motivated by a common goal, to be The Best (Emerald Status)

My Priorities

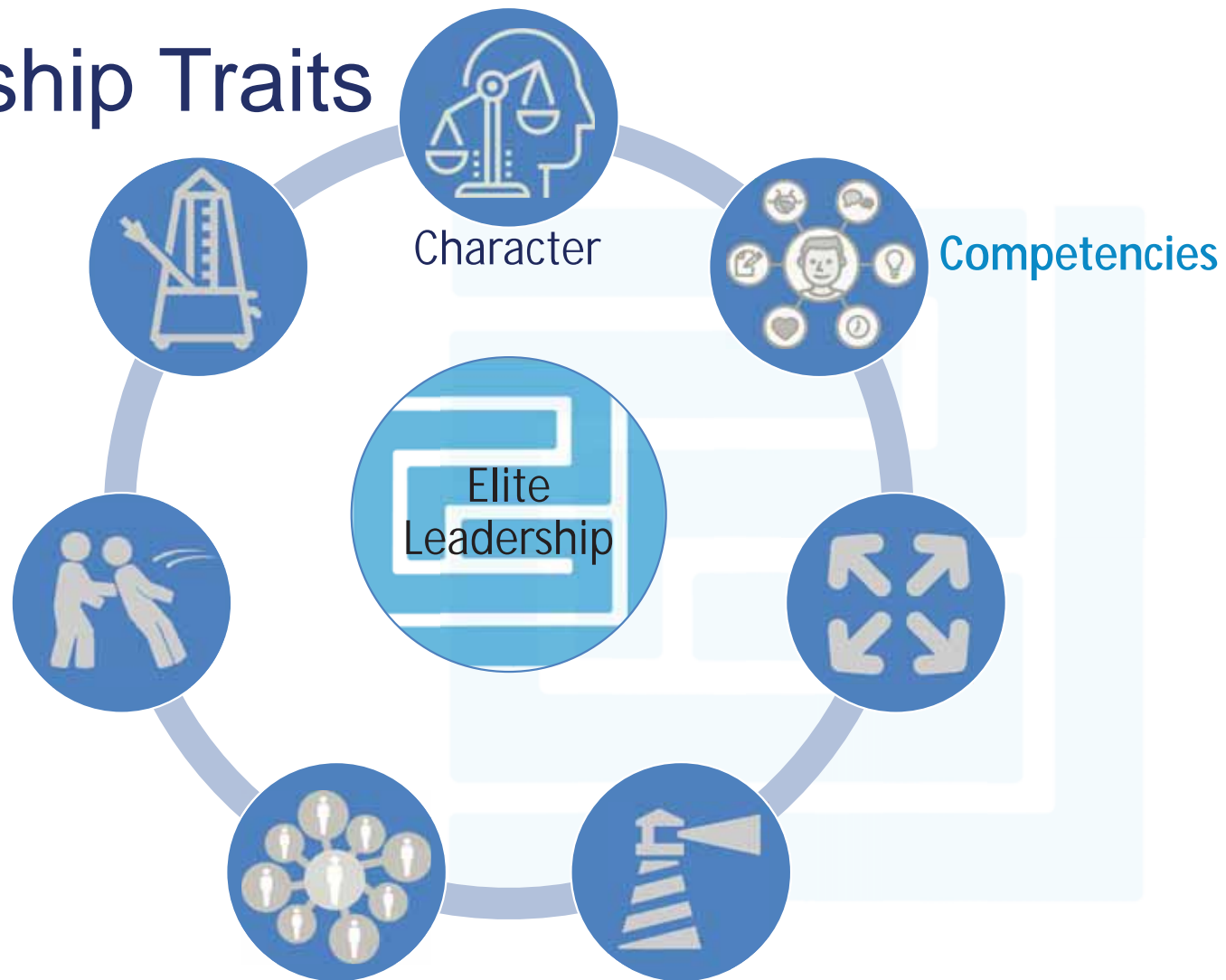
- ✓ Development
- ✓ Collaboration
- ✓ Introspection
- ✓ Knowledge/Growth

**Your
Leadership
Philosophy
is Your
Leadership Power
Source.**



7 Elite Leadership Traits

7
Leadership
Attributes
Elite
Leaders
Choose to
Be
Intentional
About.



Intentional Development Focus Areas

4 Continuous Leadership Growth and Development

Creating Modern Leadership systems and approaches to ensure ongoing growth and relevancy as a leader.

3 Managing Up

Creating Predictability in delivering results the leadership team can plan and depend on. Over 90% of Managing Up is "Expectation" Related.

1 Leading Up

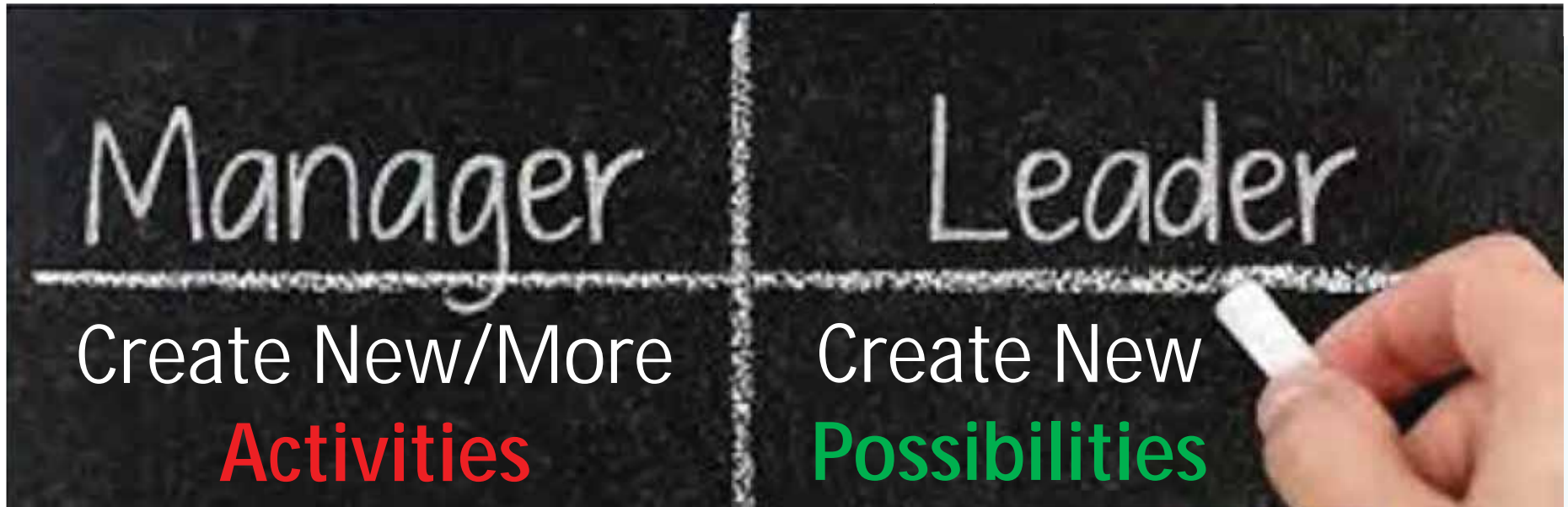
At Least 15 Competencies and Systems to have Predictable Leadership Impact.

2 Partnering Laterally

Leaning in to create predictable interdepartmental growth and success.



Where are the Differences?



Differences show up fastest in the role of the Coach.

Growth & Intentional Improvement: It's About Igniting



“

Common **KNOWLEDGE**

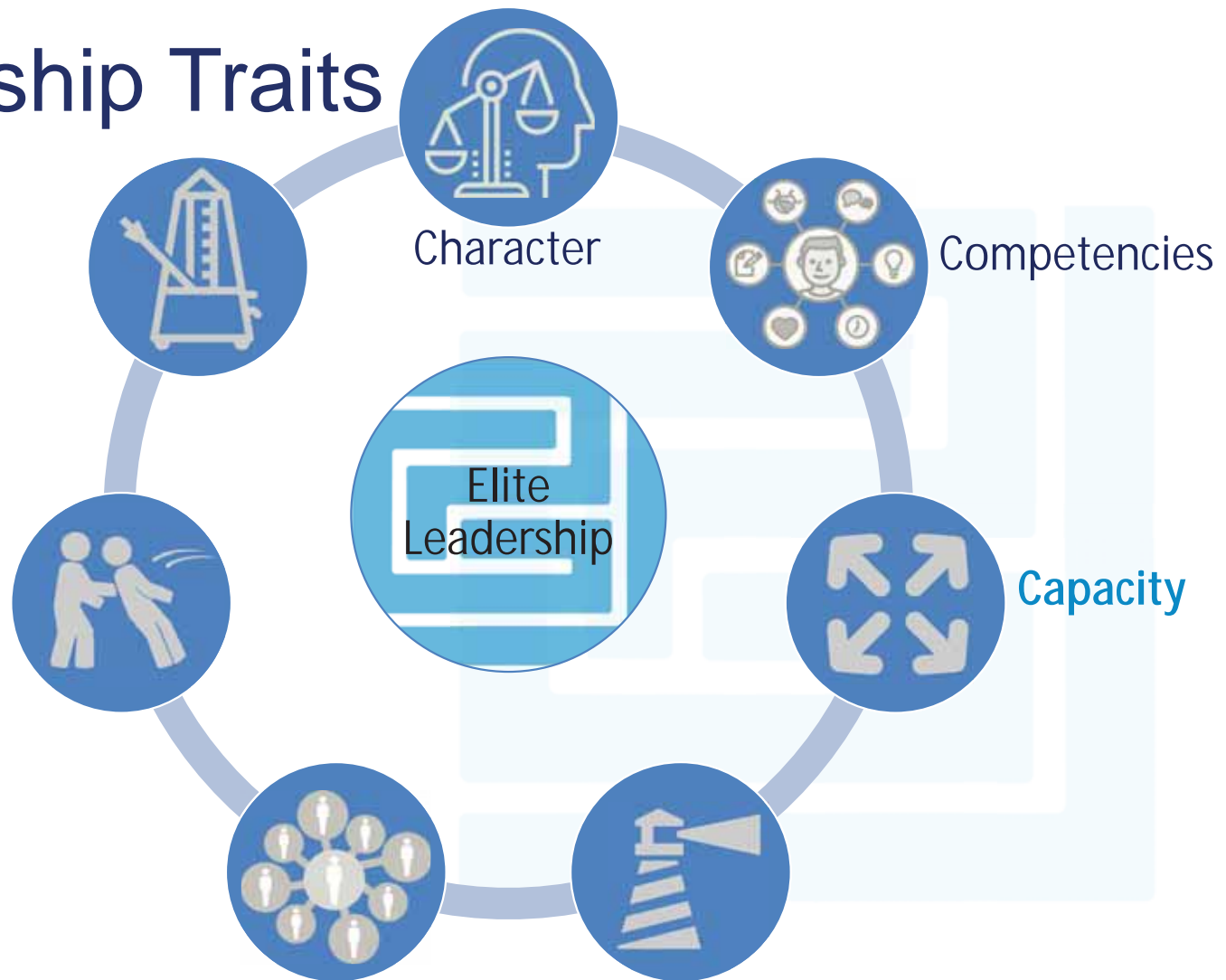
≠

Common **PRACTICE.**

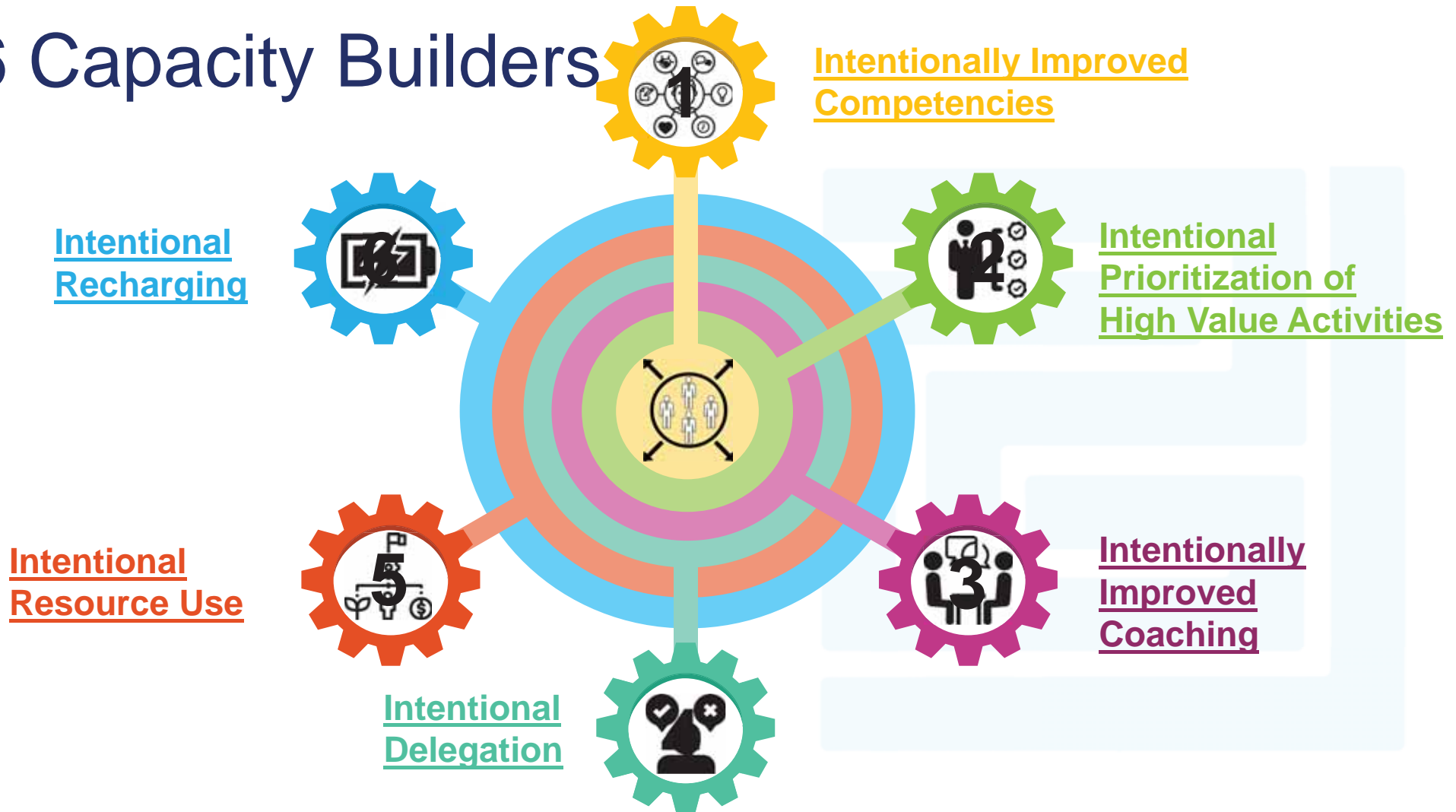
”

7 Elite Leadership Traits

7
Leadership
Attributes
Elite
Leaders
Choose to
Be
Intentional
About.



6 Capacity Builders



Better Skills Creates An Almost Immediate Impact that Scales.



Capacity in **What You Can Accomplish** with Your Time.

Capacity in **WHAT'S POSSIBLE** in the ways you Engage.

“Capacity Days” Will Create Impact for You FAST.



A Simple Way to Start: Schedule a “Capacity Day.”



It is **DIFFICULT** to Grow and Change Trajectory Without Capacity.

“

It's Not Enough to Be **BUSY**.

So are the **Ants**.

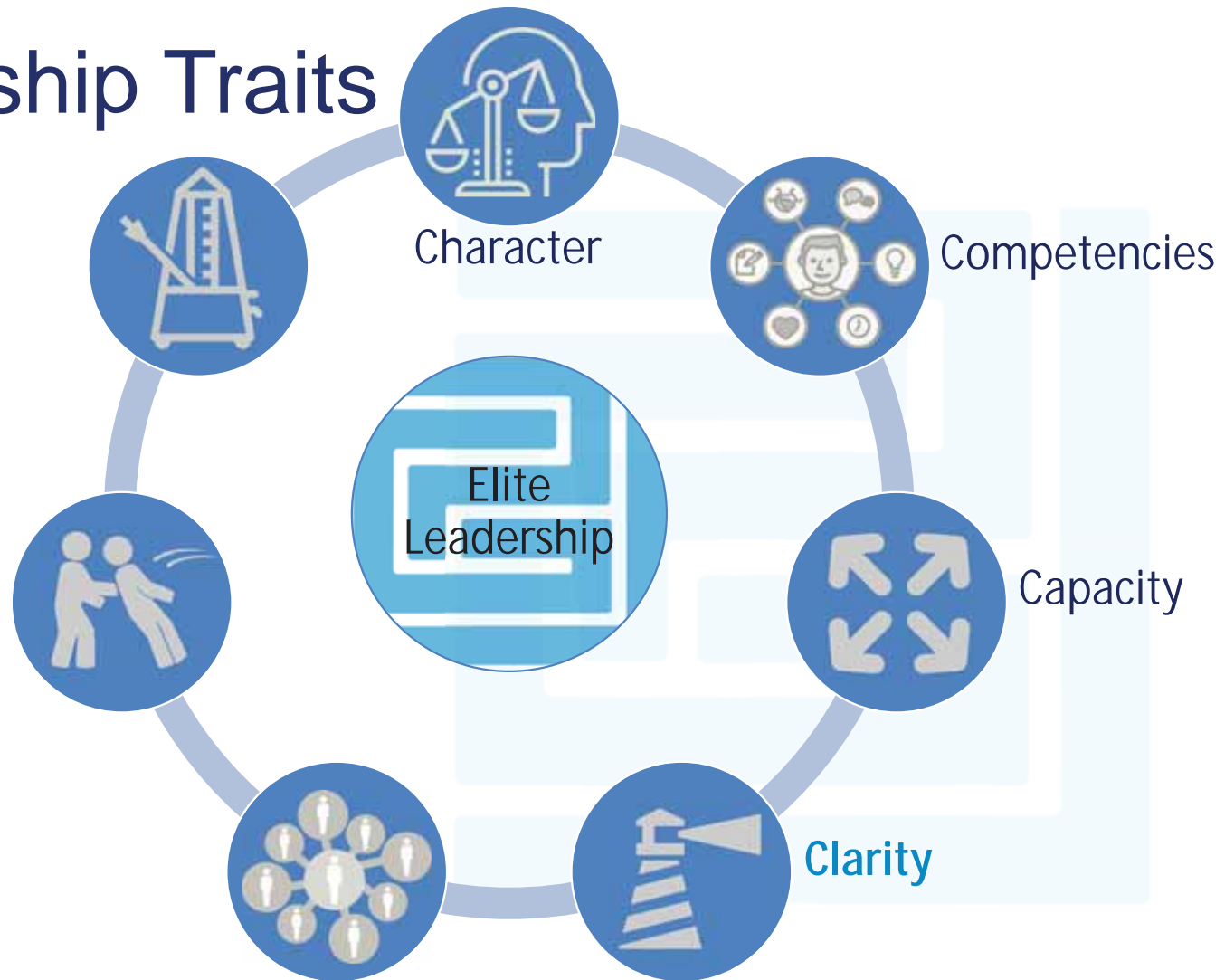
The **Question** Is:

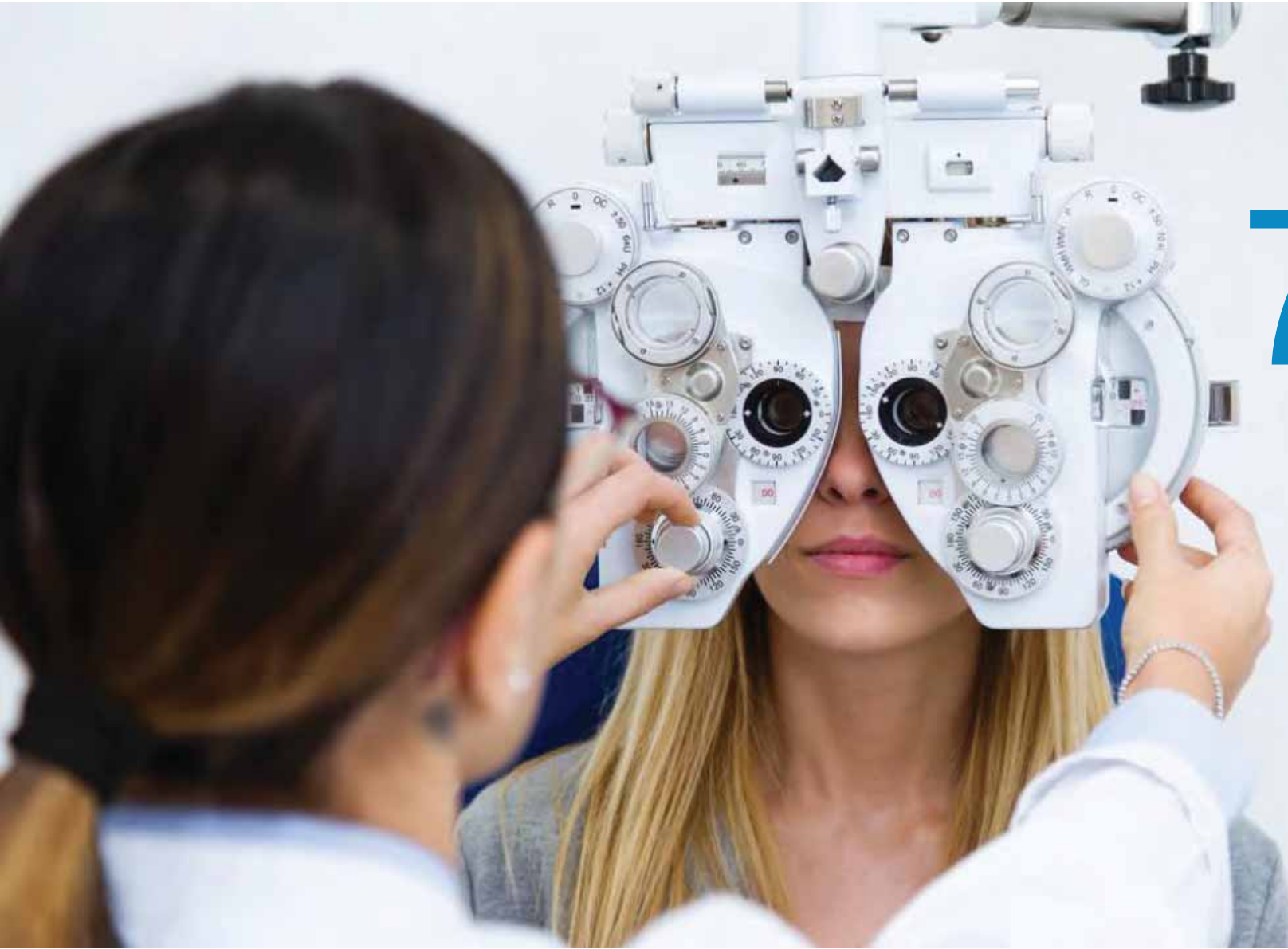
What are We Busy **ABOUT?**

”

7 Elite Leadership Traits

7
Leadership
Attributes
Elite
Leaders
Choose to
Be
Intentional
About.





78%

Of North American workers who don't know the **direction of the company** and their **role in getting there.**

Source: Gallup, 2023

What Happens When we have UNMISTAKABLE
Clarity?



Clarity is Not Optional.



4 Clarity Questions Every Leader Must Answer Daily.

Why Does it Matter
if We Get There?

Where Are We Going?



What's My Role in
Getting There?

How Will We
Get There?

7 Types of Clarity

Purpose Clarity

- Company Purpose and Values.
- Your Leadership Purpose and Values.
- Team member Purpose and Values.

Success Clarity

- How does the **company** succeed?
- How does your **team** succeed?
- How does an **individual** succeed?

Role Clarity

- Where does the **team focus**?
- Where does the **individual focus**?
- What do we **own** and have **responsibility** for?
- How should I use **time** and **resources**?

Expectation Clarity

- Who does **What by When**?
- **95%** of Performance Challenges are expectation-related.

Execution Clarity

- What does Good Look Like?
- How do we measure success?
- How do we work with teammates?
 - What do I own?
- When do we return and report?

Process Clarity

- Systems
- Tools
- People

Priority Clarity

- What matters **most**?
- What do we do **first**?
- **Operating Rhythm** vs. Flavor of the Month



“

Elite Leaders

Remove the Fog

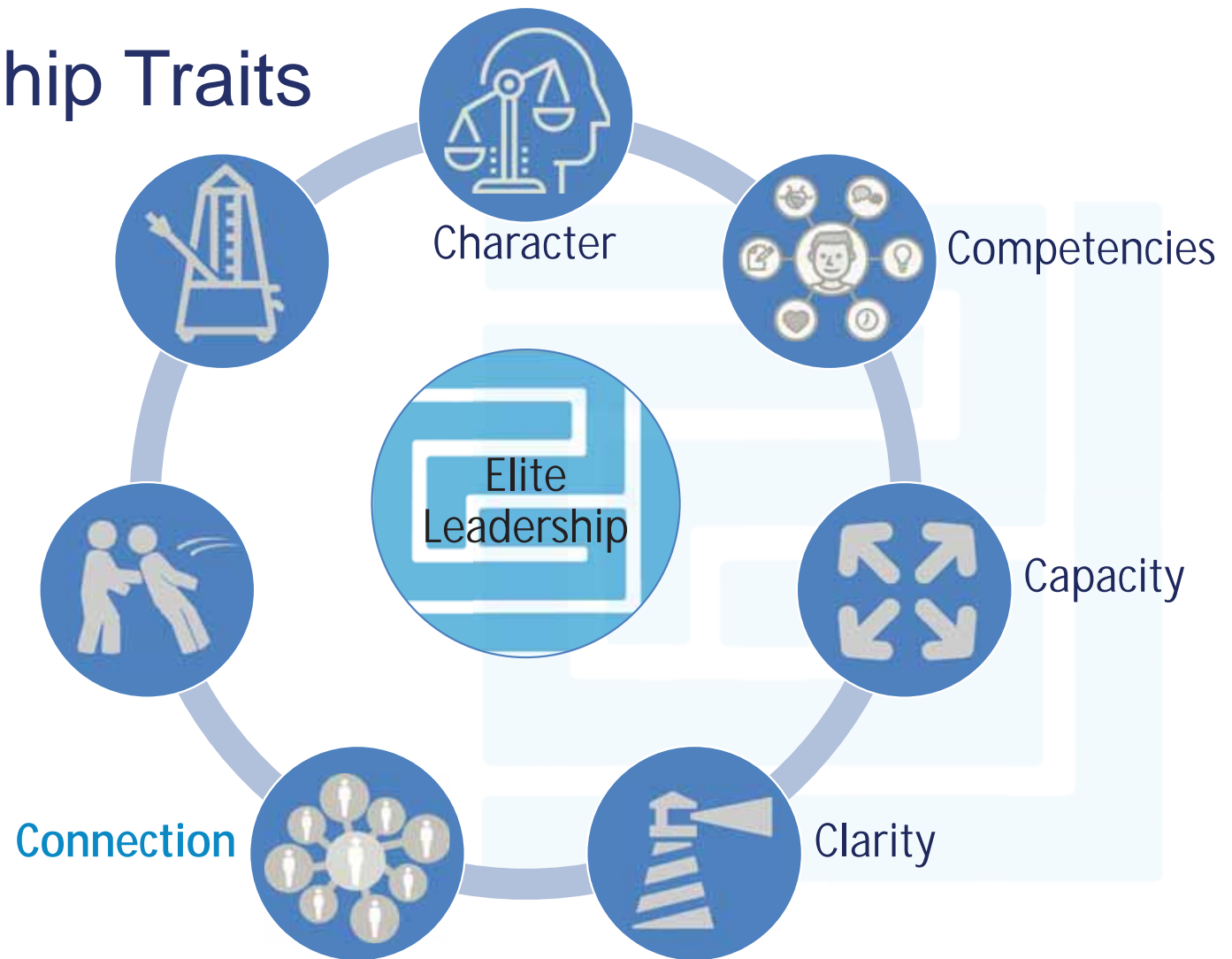
and create

UNMISTAKABLE Clarity.

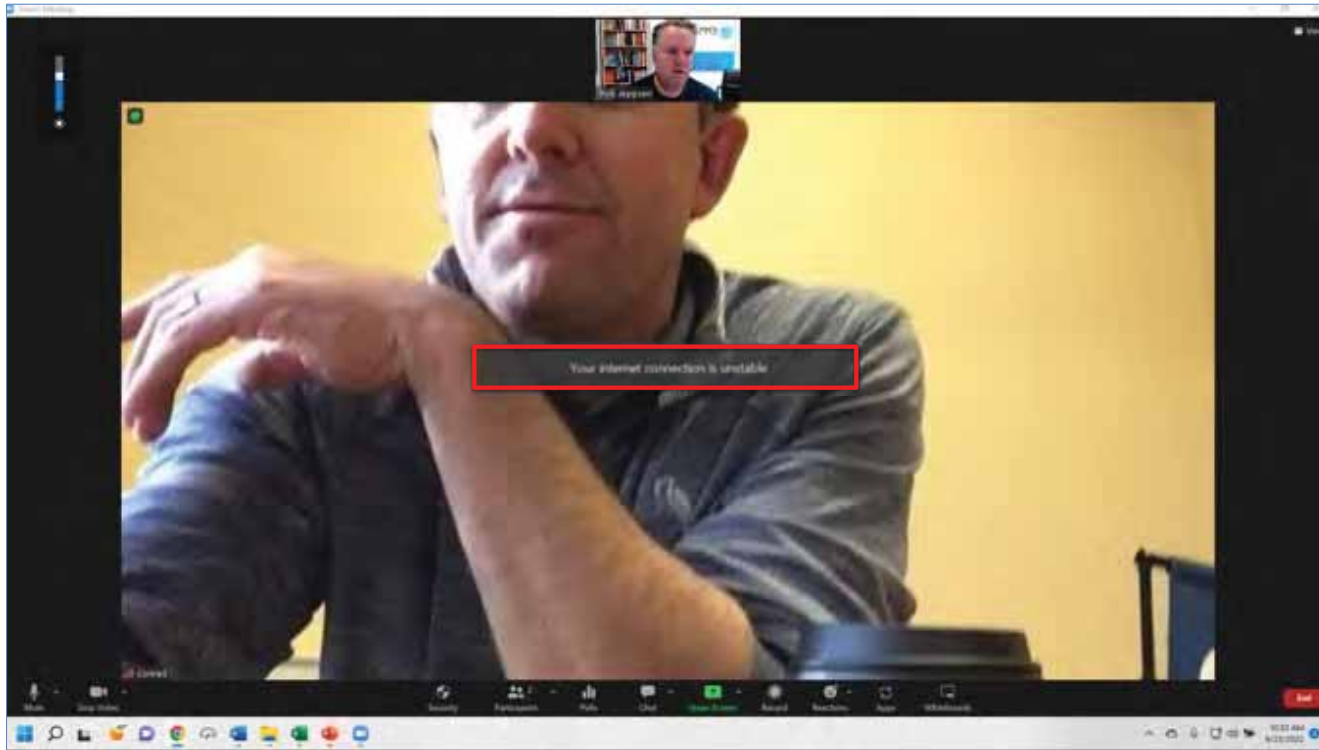
”

7 Elite Leadership Traits

7
Leadership
Attributes
Elite
Leaders
Choose to
Be
Intentional
About.



We Know When We DON'T Connect Sometimes...



Important Question for Every Leader:



Does
COMMUNICATION
=
CONNECTION



Unconditional Acceptance

- No Strings Attached

Discretionary Effort

- People Choose to Go the Extra Mile.

Unsolicited Appreciation

- People choose to say positive things.

Compounding Effect

- Group effectiveness is > than the sum of the individual contributions.

Positive Energy

- Emotional “batteries” are recharged by being together.

Emotional Tie

- People display connection on an emotional level.

Fulfilment

- People feel good about what they do.

Increased Communication

- People express themselves more readily.

Unguarded Openness

- People Demonstrate Trust

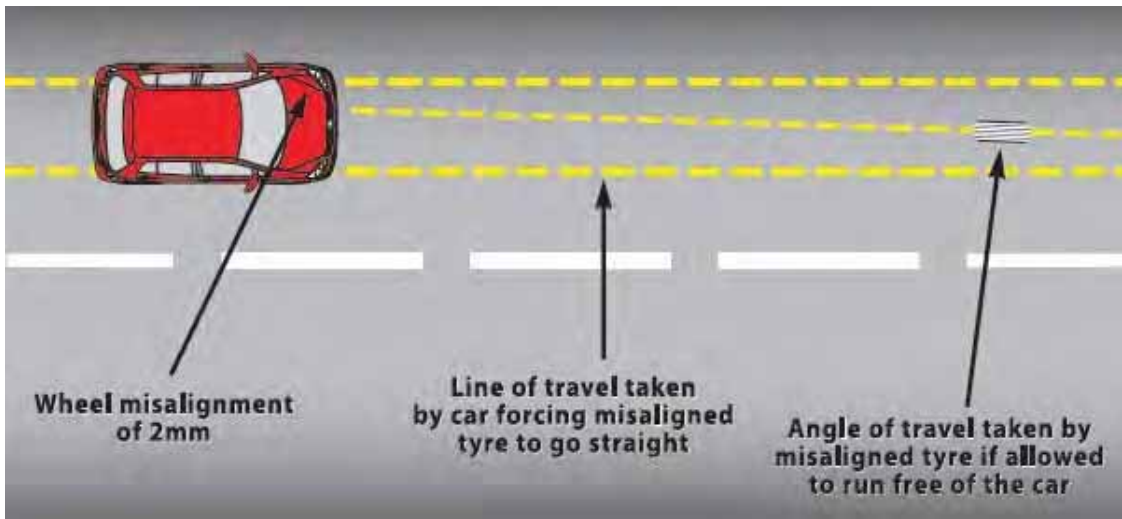


5 Connection Practices

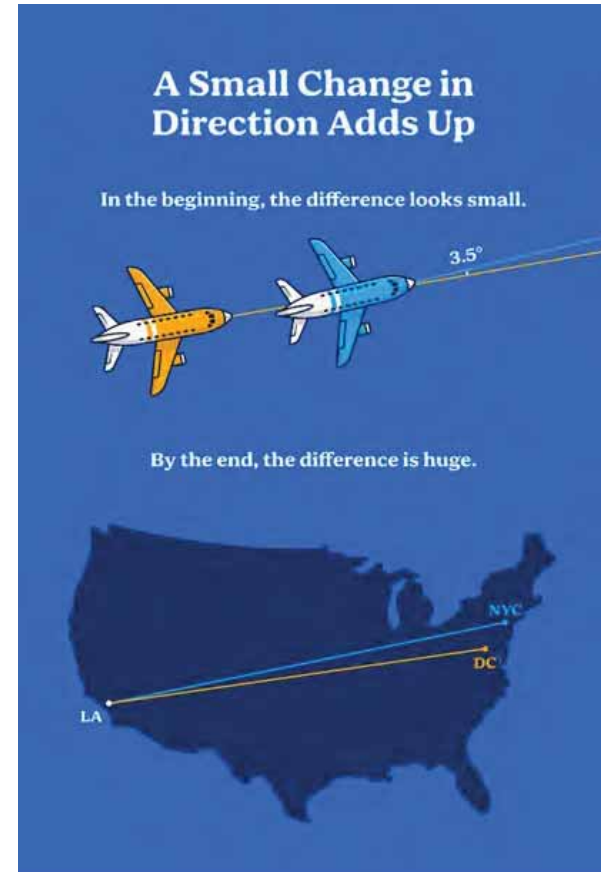


"I **Align** with those I work with. I find and create **Common Ground.**"

Small Alignment Changes...Massive Impact.



Self-Correct...Before You Self-Destruct.
Never Stop Aligning.



The 3-2-1

3

03



Accomplishments

“What am I most **PROUD OF?**”
Why did it make a Difference?

2

02



Lessons Learned

“What did I **LEARN?**”
Why does it Matter?

1

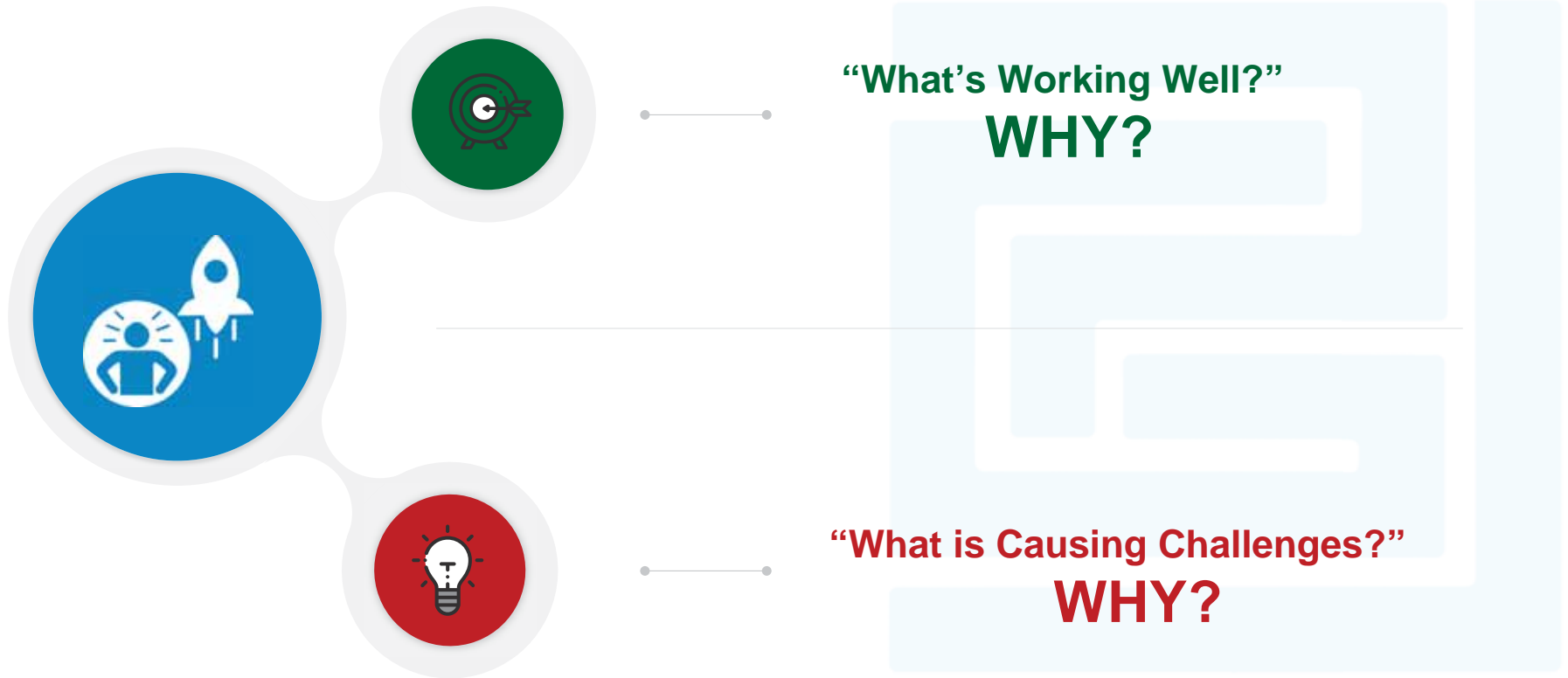
01



Primary Objective

What am I **CHASING?**
Why do I Want it?

2 Questions to Discover Beliefs

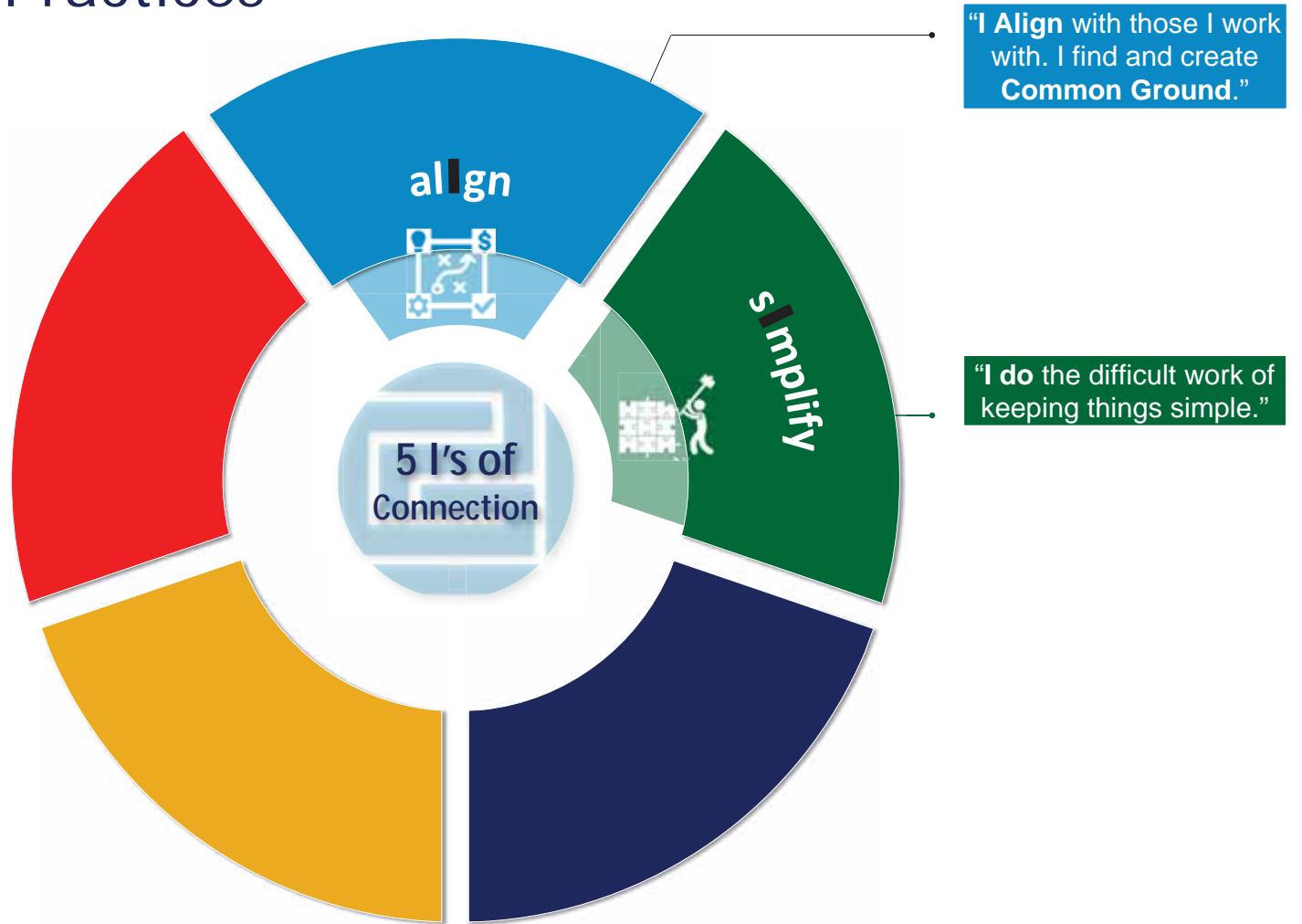


Changing Performance Starts with BELIEF

- Do the 3-2-1.
 - Find what they “Really Really Want.”
- Identify the Belief Systems
 - That Exist.
 - That Need to Change.
- “Trade Up.”
 - Small improvements.
 - Build Momentum.

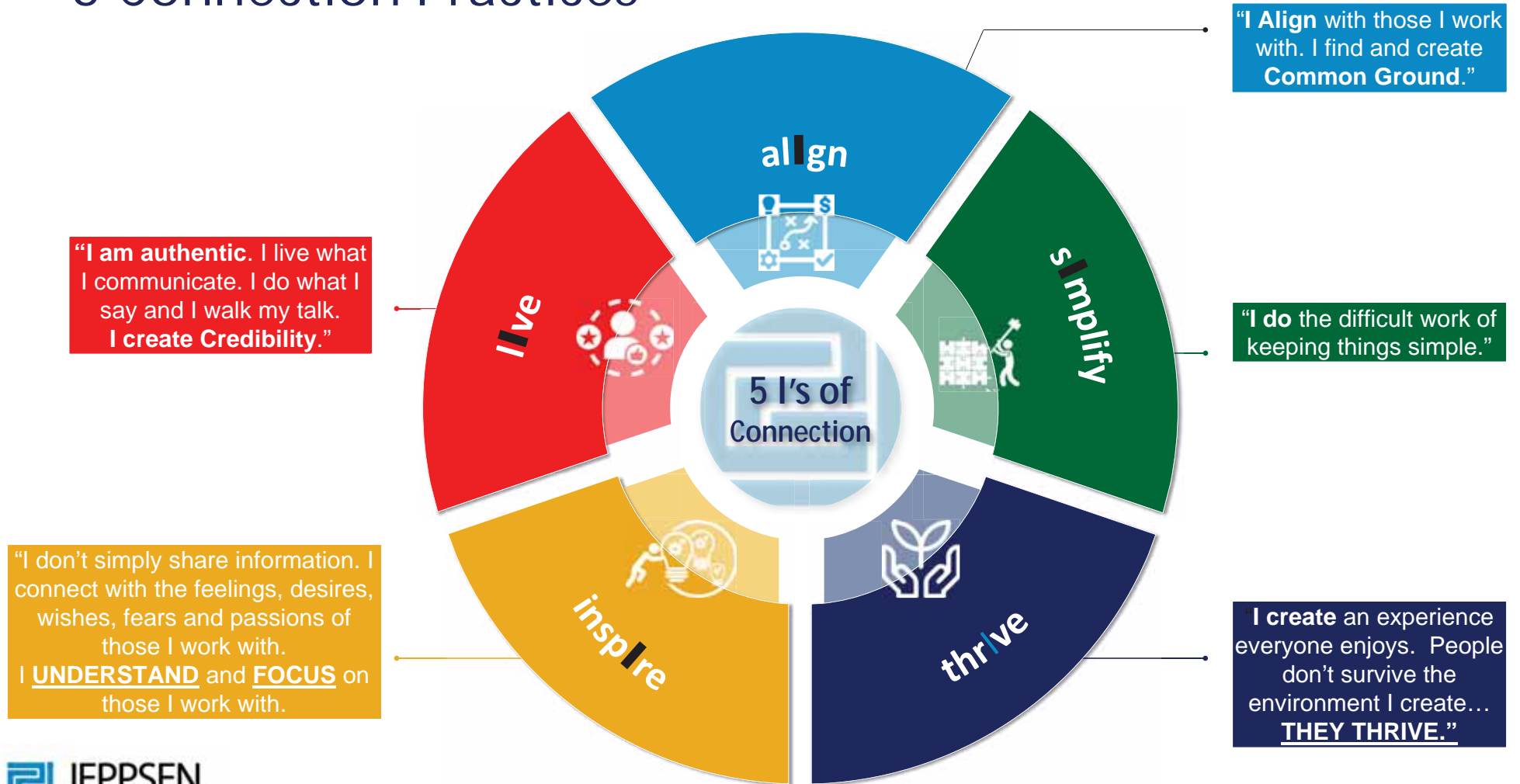


5 Connection Practices



Simplification Creates “I Get You” Moments.

5 Connection Practices



“

If You Want to ADD VALUE
to a Person...

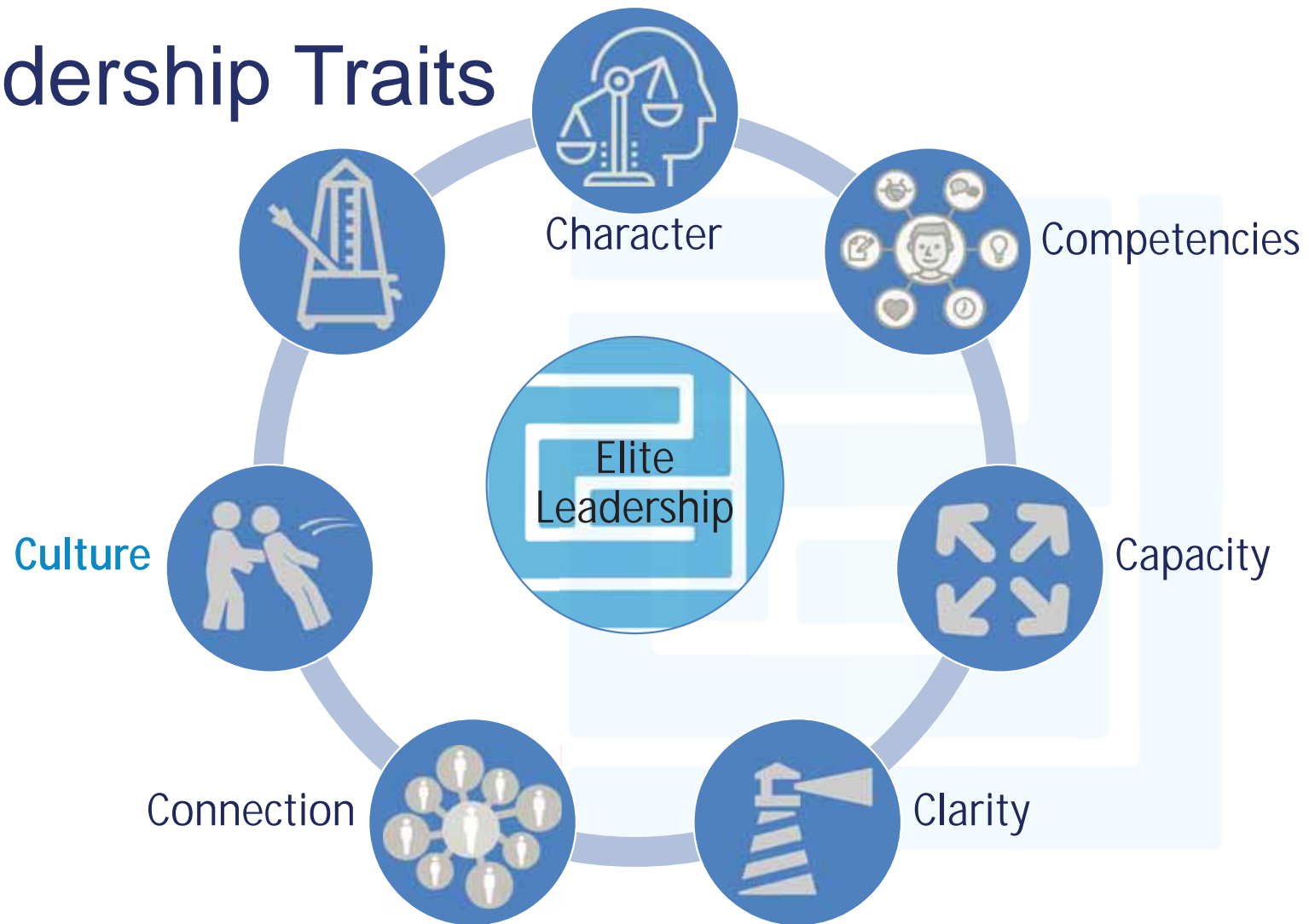
You Must First

VALUE THAT Person.

”

7 Elite Leadership Traits

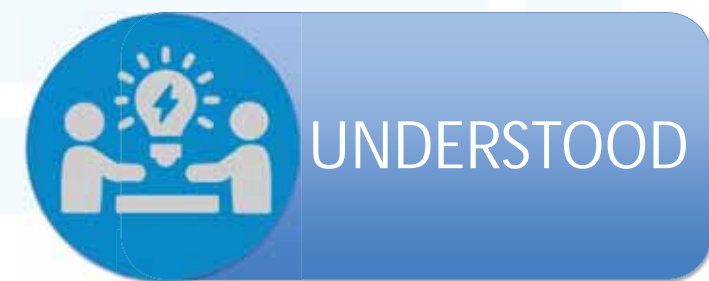
7
Leadership
Attributes
Elite
Leaders
Choose to
Be
Intentional
About.



We are Gardeners.

- It is our Role to Create the right Soil Conditions to allow **ALL** different types of people on your team to grow and **THRIVE**.
- Are You Watering Enough?
 - Coaching, Celebrating, Building an Environment that leads with authenticity and empathy.
- Are You Weeding Enough?
 - Toxic Teammates, Removing Constant Barriers, Being an Umbrella.
- Have You created an oasis or a desert?
 - Is Your Team Thriving?
- Look at the Soil.

Creating “I Get You” Moments



“

I GET YOU

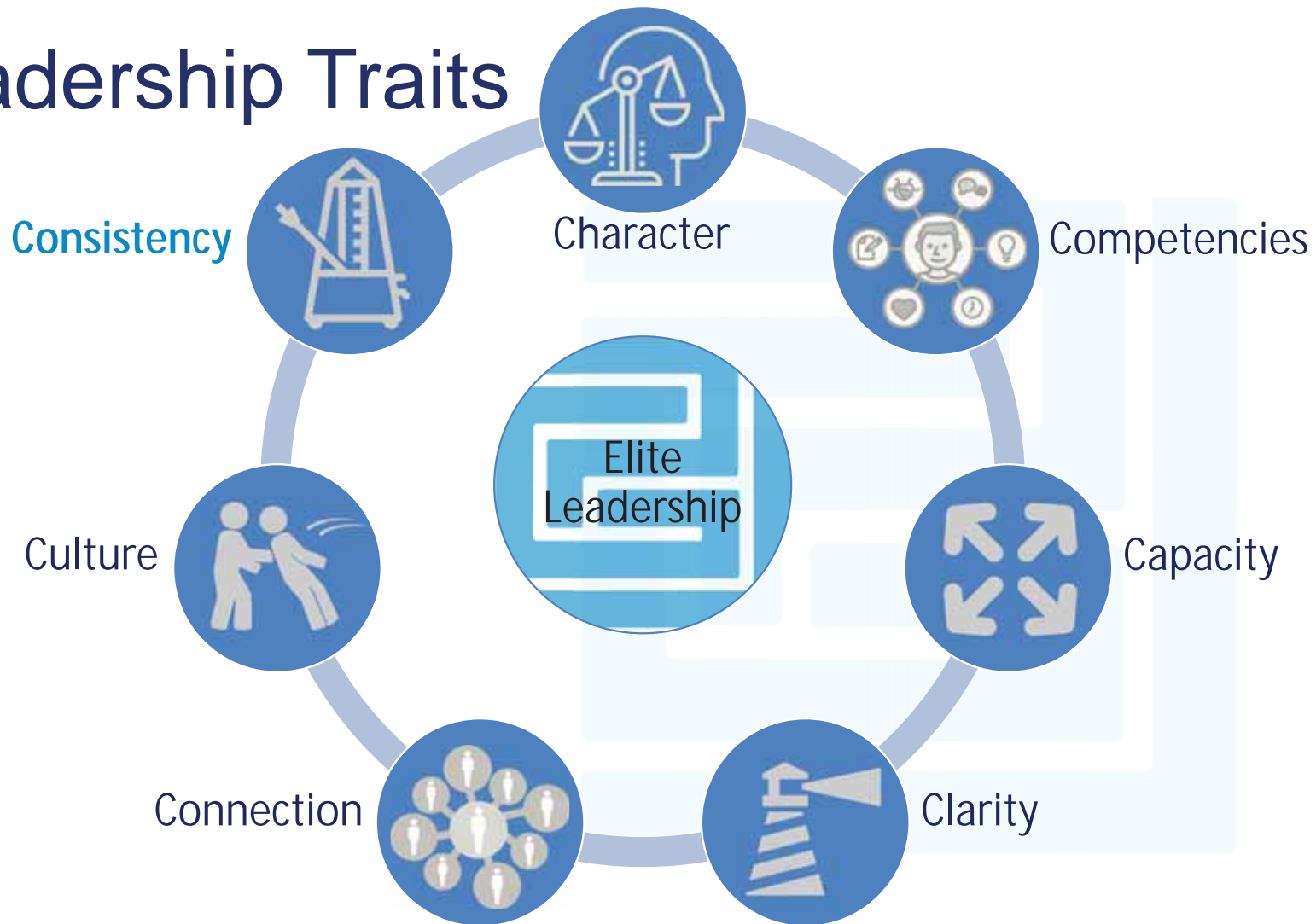
>

I GOT YOU

”

7 Elite Leadership Traits

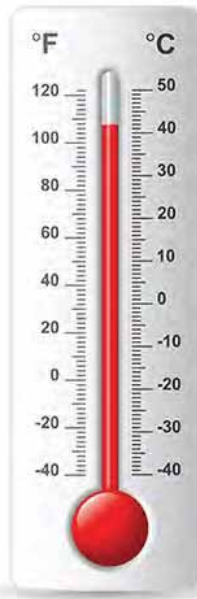
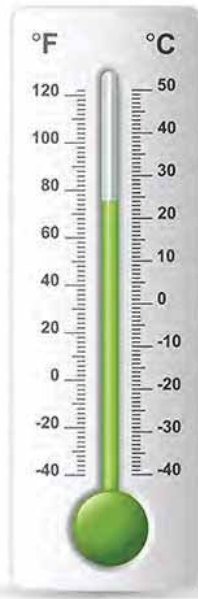
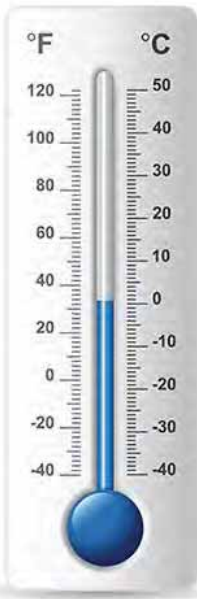
7
Leadership
Attributes
Elite
Leaders
Choose to
Be
Intentional
About.



My Favorite Restaurant



Which Are You?



Elite Leaders Create Elite Systems.

Winners and Losers
have the same goals.

James Clear
Author of "Atomic Habits."

Losers have **Goals**.
Winners Have **Systems**.

Scott Adams
Creator of "Dilbert."

“Consistency is FAR BETTER than Rare Moments of Greatness.”

- Consistency is a Hallmark of **EVERY** Elite Sales Leader.
- Clarity is the **Accelerator** of Speed.
 - **Nothing blurs clarity faster than Inconsistency.**



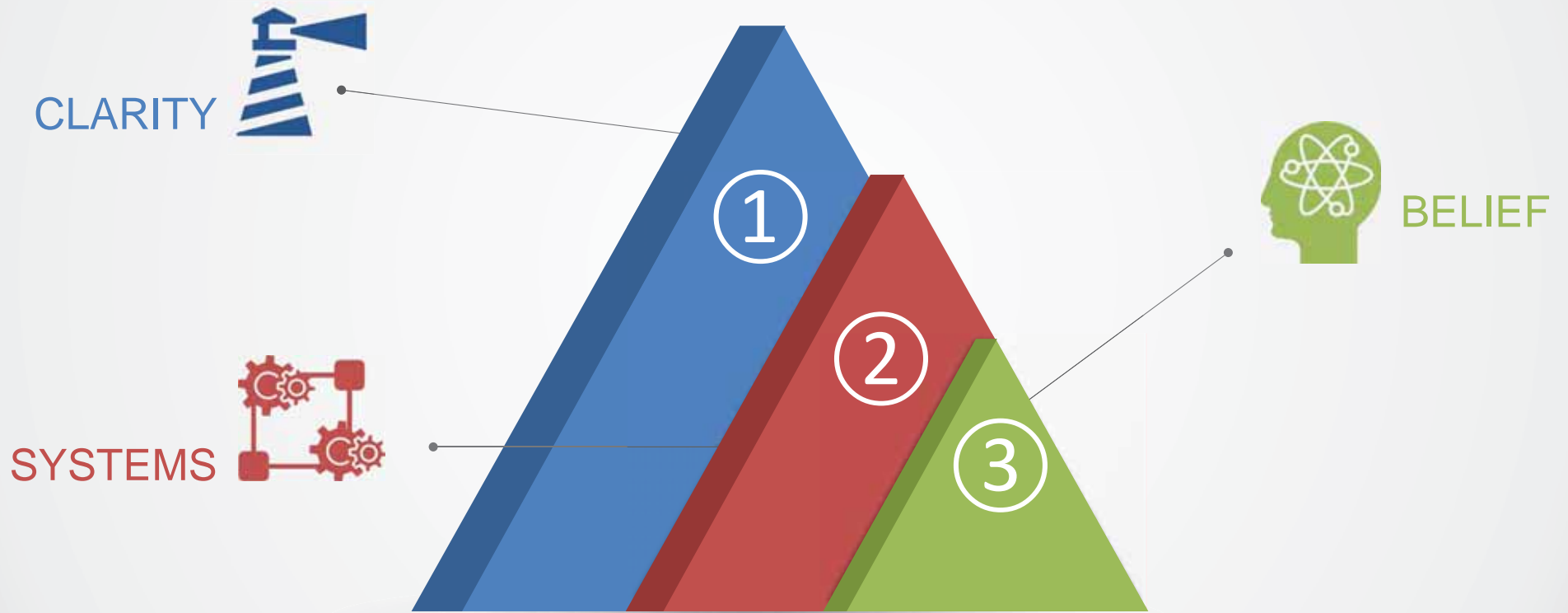
“

Elite Leaders do
CONSISTENTLY...

What Average Leaders do
OCCASIONALLY.

”

3 Leadership Focus Points for 2024



The Power of Belief is Real

PHIL KNIGHT

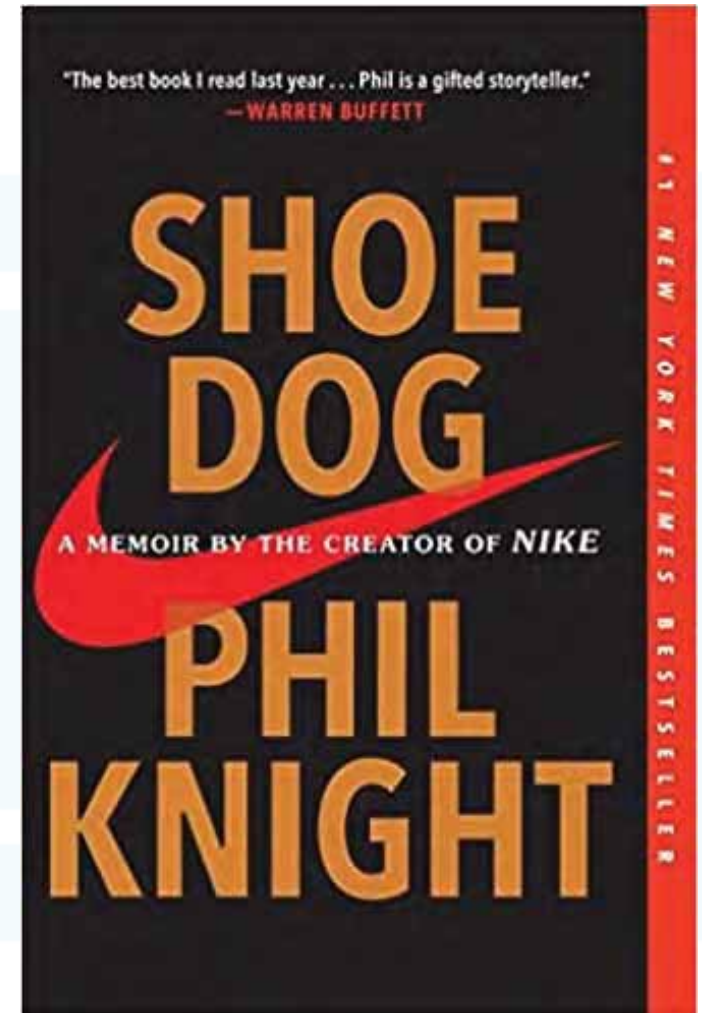
and ran a few miles every day, the world would be a better place, and I believed these shoes were better to run in. People, sensing my belief, wanted some of that belief for themselves.

Belief, I decided. Belief is irresistible. ★

Sometimes people wanted my shoes so badly that they'd write me, or phone me, saying they'd heard about the new Tigers and just had to have a pair, could I please send them, COD? Without my even trying, my mail order business was born.

inside. So why was selling shoes so different? Because, I realized, it wasn't selling. I *believed* in running. I believed that if people got out

55



“The Greatest Gift”





Belief...it is Contagious

- Elite Leaders are the most committed Believers.
 - Mission.
 - Team.
 - Possibilities of the Individual.
 - Product or Service.
- Elite Leaders make sure the people they lead are fully “infected” with belief.



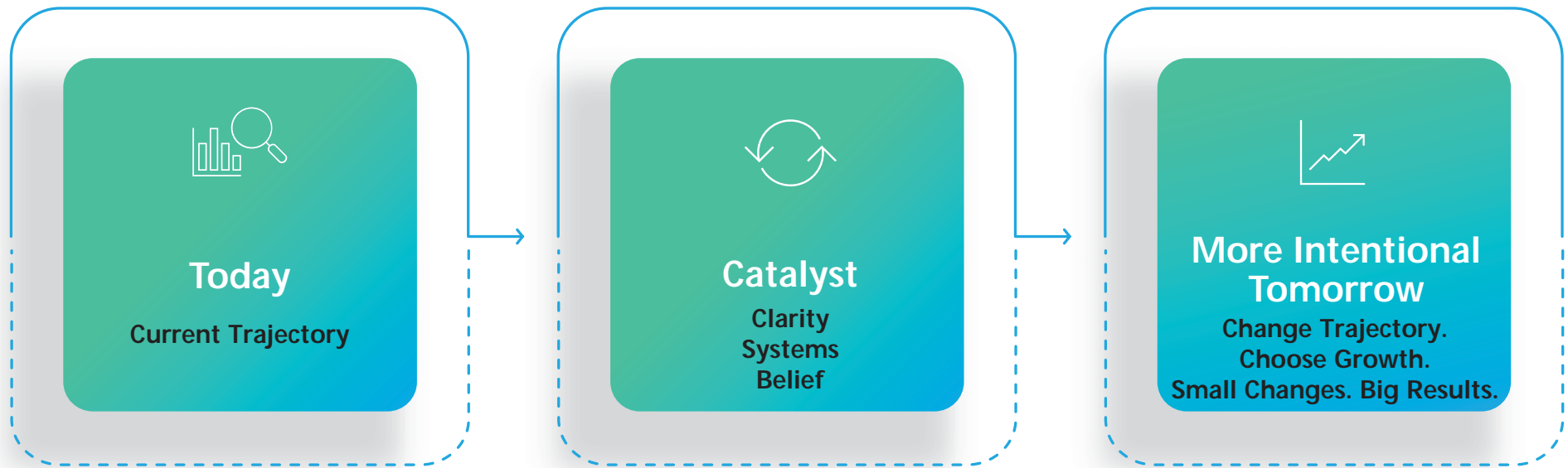
Pack Your Bags...

If SALES is the
Transfer of
ENTHUSIASM...



...LEADERSHIP
is the Transfer
of BELIEF.

Elite Leaders Transform Common Knowledge into Common Practice.



TRANSFORMATION: NEVER A "HAPPY ACCIDENT."

Don't Survive 2024.

THRIVE.



JEPPSEN
PERFORMANCE GROUP

Rob Jeppsen
rob@jeppg.com

 RobJeppsen

 @RobJeppsen



**SALES
LEADERSHIP
PODCAST**
WITH ROB JEPPSEN



Sales Leadership United